

Historic, archived document

Do not assume content reflects current scientific knowledge, policies, or practices.

CONSUMERS' GUIDE

CLIP SHEET ISSUED WEEKLY BY CONSUMERS' COUNSEL DIVISION, A.A.A. WASHINGTON, D.C.

VOLUME III, Number 1

SPEAK UP, CONSUMERS!



May 6, 1940

"It has been one of our disappointments that so few consumers, either in person or by representatives, have taken part in the many hearings the Agricultural Adjustment Administration has held," Secretary of Agriculture, Henry A. Wallace once said. "I assure you that the problem of administration would be much simpler if these producer programs could be discussed at the hearings by representative, fair-minded, unprejudiced consumers," he declared at that time.

Commenting on this declaration, the **CONSUMERS' GUIDE**, publication of the Consumers' Counsel Division of the Department of Agriculture has this to say:

"Slowly but surely consumers are now showing an awareness of the need for their speaking up whenever producers and distributors get together with government to decide questions affecting the price consumers must pay for goods and services, or the quality of those goods and services, or the quantity of goods and services that come to market.

"In support of this new expression of consumers, the Secretary has said: 'I think consumer organizations will not only add to their own accomplishment but will help different groups to find out how they can work together...In all of this (the effort to attain continuous balanced expansion of production) it seems to me that organized consumers can be a very real help...I am convinced organized consumers will play a larger and larger part in the national scheme of things!'"

IRON IN YOUR DIET

"There is just a little more iron in the body than there is in a single shingle nail, but this sliver of iron is an essential ingredient of the red coloring matter of the blood," writes the **CONSUMERS' GUIDE**, publication of the Consumers' Counsel Division of the Department of Agriculture.

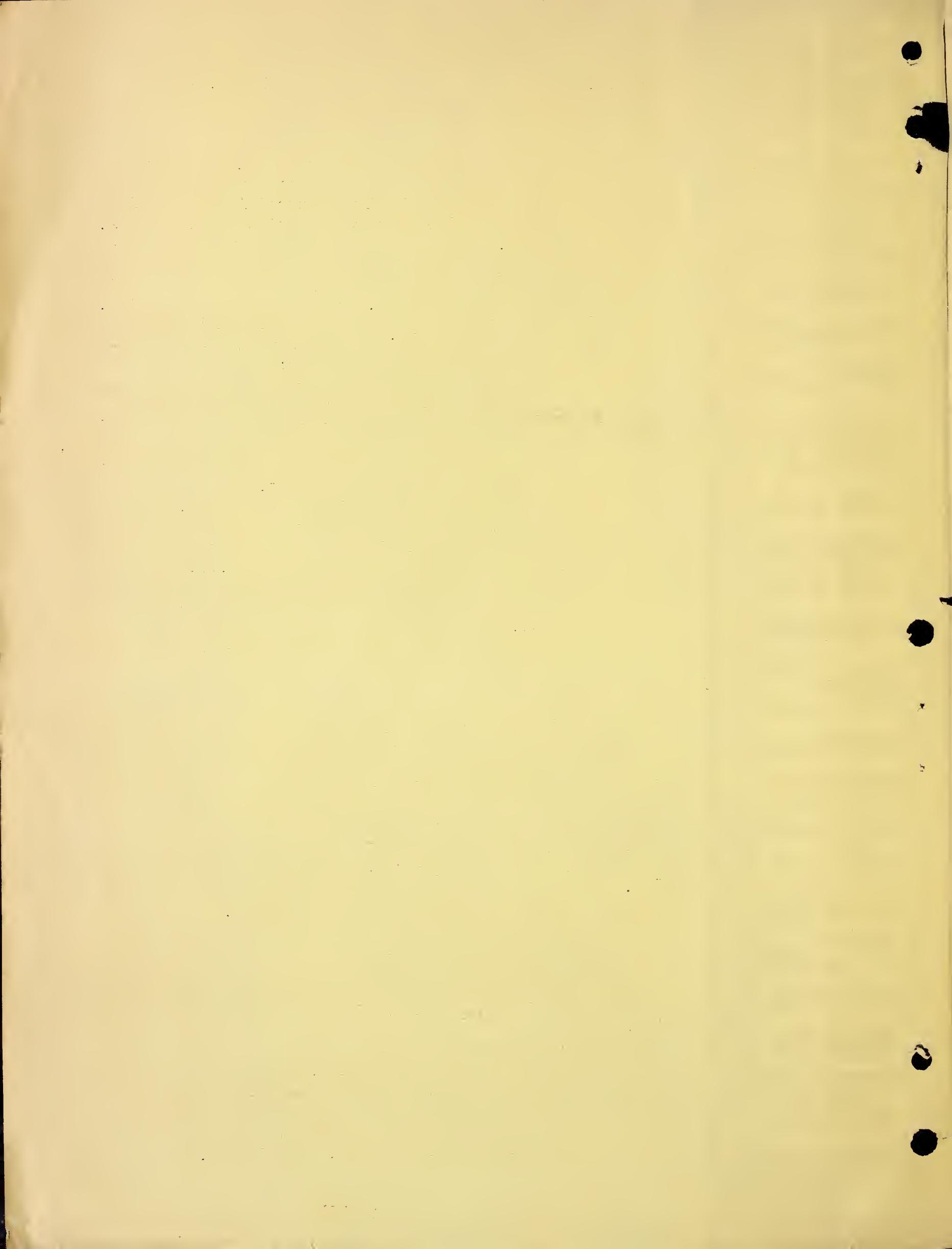
"The human body, like industry, uses iron over and over again. The iron the body gets in a well-balanced diet is put to work new, second-hand, third-hand--many times," says the **GUIDE**. "Of course the kind of iron the body uses is a different form than the iron used in industry.

"Iron enables the blood to carry oxygen which the body needs to all its living cells.

"The body reworks iron so efficiently that some authorities say it needs to get from food only one-sixth of the total amount of iron it uses each day in the manufacture of living cells.

"Even so, a great many people do not get enough iron in their diet to supply all they need. A regular and adequate intake of it is necessary. Better-than-average dietary sources of iron are most of the green-colored vegetables, lean meat, poultry, eggs, oysters and shrimps, whole-ground cereals, molasses, and liver, heart, and kidneys."

(MORE)



May 6, 1940

-2-

TELLING WORSTEDS FROM WOOLENS

If you are buying a coat or a blanket or a rug you probably will have your choice of a woolen or a worsted fabric. Telling the difference between these can be done by any consumer, informs the Consumers' Counsel Division of the Department of Agriculture.

"Woolen fabrics have a soft fuzzy appearance, and their nap usually covers up the weave. It usually is less firmly woven than a worsted, but is springy and elastic. Cheap woolens usually have weak foundations because so much of the fiber is pulled to the surface to form the nap. Nap that rubs off or rolls up when the fabric is rubbed briskly between the hands indicates a poorly made material that will soon become threadbare and look shabby.

"Worsteds have a distinctly visible weave. They feel wiry and somewhat harsh, and usually are firmly woven and free from nap. The yarns are smooth and tightly twisted, and are made from the better quality wool yarns. They tailor well and hold their press, but develop a shine.

"You can tell good quality in both woolens and worsteds by crumpling the fabric in your hand. Good quality fabrics have a springy alive feeling and don't crease easily."

GETTING RID OF CARPET BEETLES

When rugs come off the floor and every nook and cranny of the house is exposed for a thorough spring cleaning, watch out for the destructive carpet beetle.

Consumers' Counsel Division of the Department of Agriculture suggests these measures: "Sweep and vacuum both sides of your carpets. If you are storing them, be sure they are well covered with naphthalene or paradichlorobenzene, rolled tightly, and sealed in unbroken paper.

"Furniture that has become infested is best fumigated if you want to be sure of a thorough job. Spraying it yourself with a kerosene oil pyrethrum solution is also effective if the spray hits the insects or their larvae.

"A pound of either naphthalene or paradichlorobenzene for every 100 cubic feet of closet space will keep the insects out of the closets in which winter woolens are sealed for the summer provided the closet is carefully sealed. Equal amounts sprinkled in beetle-tight trunks or chests also will do the trick.

"If your house has become badly infested, a thorough fumigating is the best remedy. Be sure all cracks or holes in the floors and walls are reached. And if you should find the insects on your pantry shelf, burn all foods they are found in and spray the shelf thoroughly with the pyrethrum solution."

CONSUMER ANSWER

CLIP SHEET ISSUED WEEKLY BY CONSUMERS' COUNSEL DIVISION, A.A.A. WASHINGTON, D.C.

VOLUME III, NUMBER 2

DO YOU GET A GOOD DIET?



May 13, 1940

"Probably 99 percent of the children of the United States have a heredity good enough to enable them to become productive workers and excellent citizens provided they are given the right kind of food, proper training, and ordinary opportunities," says Henry A. Wallace, Secretary of Agriculture.

"Fundamental to adequate training and decent opportunity is food.

"Fifty percent of the people of the United States do not get enough in the way of dairy products, fruits, and vegetables to enable them to enjoy full vigor and health, and a large number of them do not get enough because they cannot afford it.

"It is the duty of the farmers, the Government, the businessmen, and organized labor to cooperate to see that the children of these people are better fed than their parents were.

"The lack of common-sense knowledge of nutrition even among many well-to-do people in the United States is appalling. There are many kinds of 'hidden hungers' which the experienced person can read in the faces and attitudes of the undernourished. Peaked faces, bowlegs, and shaky nervous systems are only a few of the manifestations."

If you think your diet is out of balance, you can find out how to put it in balance by getting a copy of "Diets to Fit the Family Income," a bulletin of the Bureau of Home Economics, by sending 5 cents to the Superintendent of Documents, Washington, D. C. (Send cash, not stamps.)

HOW TO FIREPROOF YOUR CURTAINS

Boric acid and borax are all that is needed to eliminate kitchen curtains as fire hazards in your home, informs the Consumers' Counsel Division of the Department of Agriculture.

"Chemists in the Bureau of Agricultural Chemistry and Engineering say this is the way to fireproof the curtains:

"Mix 3 ounces of boric acid and 7 ounces of borax in 2 quarts of hot water. If you use powdered boric acid, make a paste first with a little water, then add the remainder.

"Dip the curtains into the solution, wring them out, then hang till nearly dry, and iron. Be sure the curtains are clean and dry before dipping. The solution may not work on wet curtains.

"Another way is to sprinkle the curtains with the solution before you iron them. Sprinkle them well, using a moderately hot iron, but do not iron them to the point where they are almost dry. This treatment also bars against gradual destruction of the fabric by coal or illuminating gas in the air.

(MORE)

May 13, 1940

- 2 -

"Remember the treatment has to be renewed each time the curtains are washed and dried."

HOW TO TELL A FULL-FASHIONED STOCKING

Do you know the difference between a full-fashioned stocking and one that is circular knit? Here is how the **CONSUMERS' GUIDE**, publication of the Consumers' Counsel Division of the Department of Agriculture, gives the answer:

"Look at the back of the stocking and find the small fashion marks on either side of the seam half way down the leg. Then examine closely the row of stitches on the outside of these fashion marks. Do they meet the marks at an angle, or are they parallel to the marks? If they are at an angle, then the stocking is full-fashioned. If the stitches are parallel to the fashion marks and seam, then the stocking is circular knit. In that case the fashion marks are put there merely to deceive the eye.

"A circular knit stocking does not require a seam, but one may be 'planted' simply to imitate full-fashioned knits. Putting mock fashion marks and mock seams in circular knit stockings is a common practice.

"Full-fashioned stockings are not only fashioned in the leg portion, but also in the foot, heel, and toe. If the stocking has a full seam, running under the heel and foot, chances again are that it is full-fashioned.

"Circular knit stockings are cheaper to make, may be just as durable, as full-fashioned hose, but there is no guarantee against their becoming baggy after laundering. Many women can wear the circular knit hose just as well as the full-fashioned kind, and can accomplish substantial savings to boot. About one out of every 3 stockings sold in 1937 was circular knit."

WATCH YOUR WEIGHTS AND MEASURES

A manufacturer of toothpaste found that to meet provisions of the new Food, Drug and Cosmetic Act he had to reduce the size of the container of his product. At the same time he increased the net contents.

"To try out this customers' label-reading ability," reports the Consumers' Counsel Division of the Department of Agriculture, "This manufacturer arranged a display in a store in a large city. On one side, the counter was piled high with the large, old cartons; on the other were the smaller, new cartons. The price was the same.

"In between 2 piles was a sign pointing out the small cartons contained one-fourth more toothpaste than the large containers.

"Consumers in that town didn't even take time to read the sign, to say nothing of the labels on the containers telling the net contents. The pile of large containers was almost gone before the pile of small containers was hardly dentated.

"The new Food and Drug law now gives consumers protection against misleading, deceiving containers. But unless consumers learn to look before they buy, to read the label, to compare net contents, then the law will be only half-way protection."

* * *

CONSUMERS' COUNSEL

CLIP SHEET ISSUED WEEKLY BY CONSUMERS' COUNSEL DIVISION, A.A.A. WASHINGTON, D.C.

VOLUMN III, NUMBER 3

MAY 20, 1940

May 20, 1940

STAMP PLANNING FOR COTTON

"Stamps which up to now have been used to bring food surpluses to needy city consumers are going to be put to work for cotton producers and cotton consumers," says an article in a recent issue of the *CONSUMERS' GUIDE*, publication of the Consumers' Counsel Division of the Department of Agriculture.

"Through the issuance of brown stamps to eligible low-income families, Department of Agriculture economists hope to send thousands of America's ill-clothed into stores to take part in white sales of cotton clothing and cotton goods of a kind that no January has ever seen.

"If families with incomes of less than \$1000 a year bought as much cotton goods as families with incomes from \$1000 to \$1500 a year, the additional purchasing power would add \$153,000,000 more to the incomes of the men and women who man the cotton industry, beginning with the farmer and including the factory workers, retail clerks, and workers in the transportation industries.

"Cotton stamps, in 25-cent denominations, will be sold to families receiving public assistance (families on relief, getting old-age pensions, blind pensions, mothers' pensions, or families with wage earners on WPA).

"Families who are eligible and who want to take part--voluntarily--in the plan will be permitted to purchase a minimum amount of stamps every 3 months. Then, for every dollar's worth of cotton stamps they buy, they will get a dollar's worth of cotton stamps free. If they want to purchase more than the minimum amount of stamps they may do so up to a specified maximum.

"The most and least stamps a family can buy depends upon its size. Thus one- and 2-person families will be able to buy a \$4 book of stamps every 3 months for which they would pay \$2, or a \$6 book for \$3. The size of the books goes up with the size of the family.

"These stamps will be good for the purchase of any new garment or household article made entirely of American cotton in American factories. They may be spent in any store selling cotton.

"Retailers receiving the stamps will cash them at their banks, with their wholesalers, or at the office of the Federal Surplus Commodities Corporation in their city.

"The plan is now being tried out experimentally in Memphis, Tennessee, before being put into effect more generally."

ON USING COPPER UTENSILS

Many times you hear the tale that copper cooking utensils are poisonous, will cause disease, or will bring you to an early end.

(MORE)

WATER USE & POLLUTION

May 20, 1940

-2-

All of these are fallacies according to the Consumers' Counsel Division of the Department of Agriculture.

"Whether you have a chromium-plated skillet with copper underneath or are using an all copper kettle or pan, there is no danger, according to scientists," says the Counsel. "In the case of the skillet, appearance of the copper base around the edges should be no cause for throwing the pan away.

"Simply be sure that copper utensils are clean and bright when used for cooking, and there will be no danger of poisoning.

"But it is not advisable to allow foods to stand in copper utensils once the cooking is completed.

"One final warning: Never use a cooking pan on which verdigris--the blue or green substance you sometimes see on old copper--has formed. This is poisonous."

WHEN YOU BUY FURNITURE

"Decide whether you want solid wood furniture, or veneer (or plywood) before you buy", advises the Consumers' Counsel Division of the Department of Agriculture reporting on tips from the U. S. Forest Service.

"Veneer and plywood furniture--which are practically the same--are made by gluing layers of wood together so the grain of each layer is at right angles to the next. It is most often used on table tops, drawer fronts, doors, sides and end panels, drawer bottoms, and backings. It has many advantages over solid wood.

"First, it makes possible economical buys in furniture of beautiful design since the manufacturer is able to use less expensive wood in unseen parts, covering it over with a thin layer of the valuable plywood strips.

"Also, plywood is less likely to warp than solid wood. This is particularly true of the thick wide plywood used for table and bureau tops.

"It is difficult for an amateur to tell a high quality plywood. But if the patterns of the wood surfaces don't match perfectly, you can be sure it is a sign of careless workmanship.

"No matter what type of wood you choose, look for well-made furniture. All good furniture should stand firmly on a level floor, and should not wobble. The underside of a chair should be smooth, not splintery and unfinished. A coat of varnish or other finish on the underside keeps out moisture and prevents warping. There should be corner blocks on the chair, and they should be screwed and glued in place, not nailed.

"All furniture should be firmly fastened at the joints. Insist on double 'dowels' (or wooden pegs) at each joint. Furniture joined with one peg or a steel peg is poorly made. Likewise, where 2 pieces of wood are joined together with teeth-like grooves, be sure they fit snugly, and are not filled in with glue.

"Finally, be sure drawers are not loose or ill-fitting."

CONSUMERS' GUIDE

CLIP SHEET ISSUED WEEKLY BY CONSUMERS' COUNSEL DIVISION, A.A.A. WASHINGTON, D.C.

VOLUME III, NUMBER 4

WARNINGS FOR YOUR MEDICINE CABINET



MAY 27, 1940.

Look for warnings on medicine bottles before you buy, advises the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the Department of Agriculture.

"Under the new Food, Drug, and Cosmetic Act, a drug is mislabeled if it fails to give buyers adequate directions for use and adequate warnings against misuse. Mislabeled drugs can be seized by the Food and Drug Administration.

"To give drug manufacturers an idea as to what Food and Drug officials consider sufficient warnings, suggestions have been made public to the trade. Consumers would do well to observe them, too.

"CATHARTIC OR LAXATIVE DRUGS (except castor oil and phenolphthalein) which act as irritants to the gastro-intestinal tract or stimulate intestinal persitstalsis: 'Warning: Not to be used when abdominal pain (stomachache, cramps, colic), nausea, vomiting (stomach sickness) or other symptoms of appendicitis are present.

"Frequent or continued use of this preparation may result in dependence on laxatives.'

"CASTOR OIL: 'Warning: Not to be used when abdominal pain (stomachache, cramps, cclic), nausea, vomiting (stomach sickness) or other symptoms of appendicitis are present.

"Frequent or continued use of this preparation may result in dependence on laxatives.

"Do not use during pregnancy except on competent advice.'

"PREPARATIONS CONTAINING MINERAL OIL for oral administration: 'Warning: Do not take directly before or after meals.'

"NOSE DROPS, INHALANTS AND SPRAYS: A. Those that contain oil as a vehicle or base:

"Caution: The use of excessive amounts of this preparation may be dangerous. Do not use at all in infants and young children except on competent advice.'

"B. Those that contain ephedrine, epinephrine, amphetamine (benzedrine), propadrine, neosynephrin and other vaso-constricting drugs of similar activity:

"Caution: Frequent or continued use may cause nervousness, restlessness or sleeplessness. Individuals suffering from high blood pressure, heart disease, diabetes, or thyroid trouble should not use this preparation except on competent advice.'

"BROMIDES: 'Warning: Frequent or continued use may lead to mental derangement, skin eruptions or other serious effects.

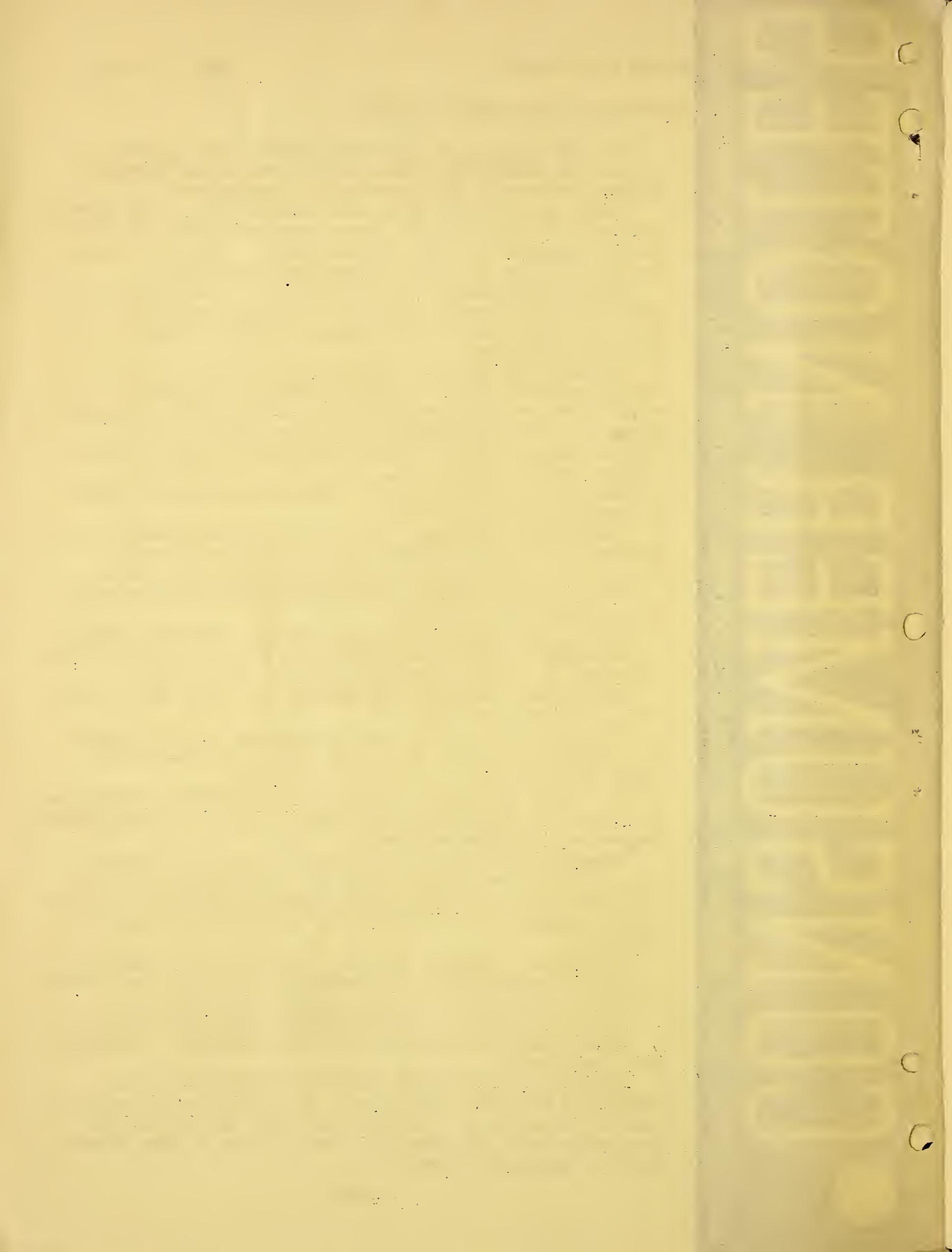
"Do not take more than the dosage recommended.

"Not to be taken by those suffering from kidney disease.'

"MOUTH WASHES AND GARGLES CONTAINING CHLORATES: 'Caution: Avoid swallowing.'

"PREPARATIONS SOLD UNDER REPRESENTATIONS RELATING TO COUGHS DUE TO COLDS: 'Important: Persistent coughs may indicate the presence of a serious condition. Do not use this preparation when the cough has persisted for 10 days without securing competent advice.'"

(MORE)



May 27, 1940

-2-

EGG-SHELL COLOR DOESN'T TELL YOU EGG QUALITY

Some consumers think eggs with white shells are best. Others swear by brown-shelled eggs. "Both are fooling themselves if they think the color of the shell tells them anything about the quality of the egg inside," says Consumers' Counsel of the Department of Agriculture.

"The color of the shell doesn't tell a thing about the color or food value of the yolk. You can get a dark-or a light-colored yolk inside either colored shell.

"When you get a golden yolk, you can be certain you have an egg that's rich in Vitamin A, and probably rich in Vitamin D.

"You can't be so certain about the vitamin richness of a pale yolk, but it may be every bit as rich in vitamins as a darker yolk -- or even richer.

"If eggs with one color of shell sell for less than another in your city, don't let your misguided prejudice keep you from buying the cheaper kind -- unless you don't care about saving money!"

DOES HEAT HURT MILK?

"Heat may make some chemical changes in milk, but no important changes in its food value."

That's the conclusion of Bureau of Home Economics Experts in the Department of Agriculture, reported by the Consumers' Counsel Division of the Department.

"Heat used in cooking, boiling, pasteurizing, drying, or canning milk, has little measurable effect on Vitamins A and G," informs the Counsel. Any change or loss in these vitamins -- in which whole milk is particularly rich -- during heating is very little.

"Be sure you have a well-balanced diet that will give you all the vitamins you need, and you will not have to worry about the slight loss of vitamins resulting from pasteurizing, cooking, or canning milk."

CONSUMER NOTE

CLIP SHEET ISSUED WEEKLY BY CONSUMERS' COUNSEL DIVISION, A.A.A. . . WASHINGTON, D.C.

VOLUME III, NUMBER 5



June 10, 1940.

WHAT'S SOIL CONSERVATION TO YOU?

Here's the answer of the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the Department of Agriculture.

"If soil continues to be lost faster than it is saved, years of scarcity and high prices will appear more and more frequently.

"As farm families give up the struggle to wrest livings from worn out farms, more of them will be forced on relief, increasing the cost of the social services.

"Men forced off exhausted farms add to the supply of cheap labor, and thus push wages down.

"Work in factories and sales by city businesses depend upon prosperous farm families. As farm living levels are pulled down by unproductive soil, city business loses opportunities for profit, and workers lose job opportunities. Farm crises produce industrial depressions.

"When farm incomes go down, the ability of farm communities to maintain schools, health services, and social services declines so that as soil productivity drops off, the cultural level of entire communities drops off at the same time. The end result of this down-spiral is widespread poverty, and with it national ill health and loss of national wellbeing."

THE "BEST" CIGARETTE IS THE ONE YOU LIKE

Choosing the cigarette which suits you best is simply a matter of your own taste, say Department of Agriculture experts.

"Sweeping claims by manufacturers puzzle many buyers who have the idea that 'tobacco is tobacco' and that 'cigarettes all come out of the same barrel.' Tobacco in a cigarette usually comes out of several barrels -- each tobacco of a definite type. The combination of these types or the 'blend' largely determines flavor, and a buyer calls for the combination that pleases him best.

"Most cigarettes consist of a blend of flue-cured, burley, Maryland, and Turkish tobaccos. Some are made of flue-cured and some of Turkish tobacco alone. Turkish tobacco, incidentally, can come from Greece, Bulgaria, and Mediterranean countries and islands as well as Turkey.

"Last year, Americans smoked 172 billion cigarettes, or about 1,300 for each individual in the country."

(MORE)

1870-1871

1870-1871

1870-1871

1870-1871

1870-1871

1870-1871

1870-1871

1870-1871

1870-1871

1870-1871

1870-1871

1870-1871

1870-1871

1870-1871

1870-1871

1870-1871

1870-1871

1870-1871

1870-1871

1870-1871

1870-1871

1870-1871

1870-1871

1870-1871

1870-1871

1870-1871

1870-1871

1870-1871

1870-1871

1870-1871

1870-1871

1870-1871

1870-1871

1870-1871

1870-1871

1870-1871

1870-1871

1870-1871

1870-1871

1870-1871

1870-1871

1870-1871

1870-1871

1870-1871

1870-1871

1870-1871

1870-1871

1870-1871

1870-1871

1870-1871

June 10, 1940.

-2-

POINTERS ON BUYING A WASHING MACHINE

Ask your dealer these questions before you buy a washing machine, advises the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the Department of Agriculture.

"Is the machine well-constructed? Observe carefully each part and feature of a washer before you buy. Look for deeply curved legs, rubber interlining where metal touches metal, wheels that lock in place. Sharp edges, exposed rivets or screws may mean future difficulties. Machines that can be adjusted for different working heights are an extra convenience.

"Can the machine be cleaned easily? Most finishes, with the exception of copper-nickel, are easy to clean. One efficiency note to remember is that the washing mechanism should be removable to make the job of cleaning simpler. The mechanism that comes off without need of pliers or screw driver is the simplest arrangement. Remember to ask for complete directions for cleaning.

"How safe is the machine to operate? Look for an emergency release on the wringer that's easy to reach and works instantaneously. The release should also automatically cut the current. Put a wooden platform or rubber mat beneath the machine and operator to guard against shock hazards. Don't touch controls with wet hands.

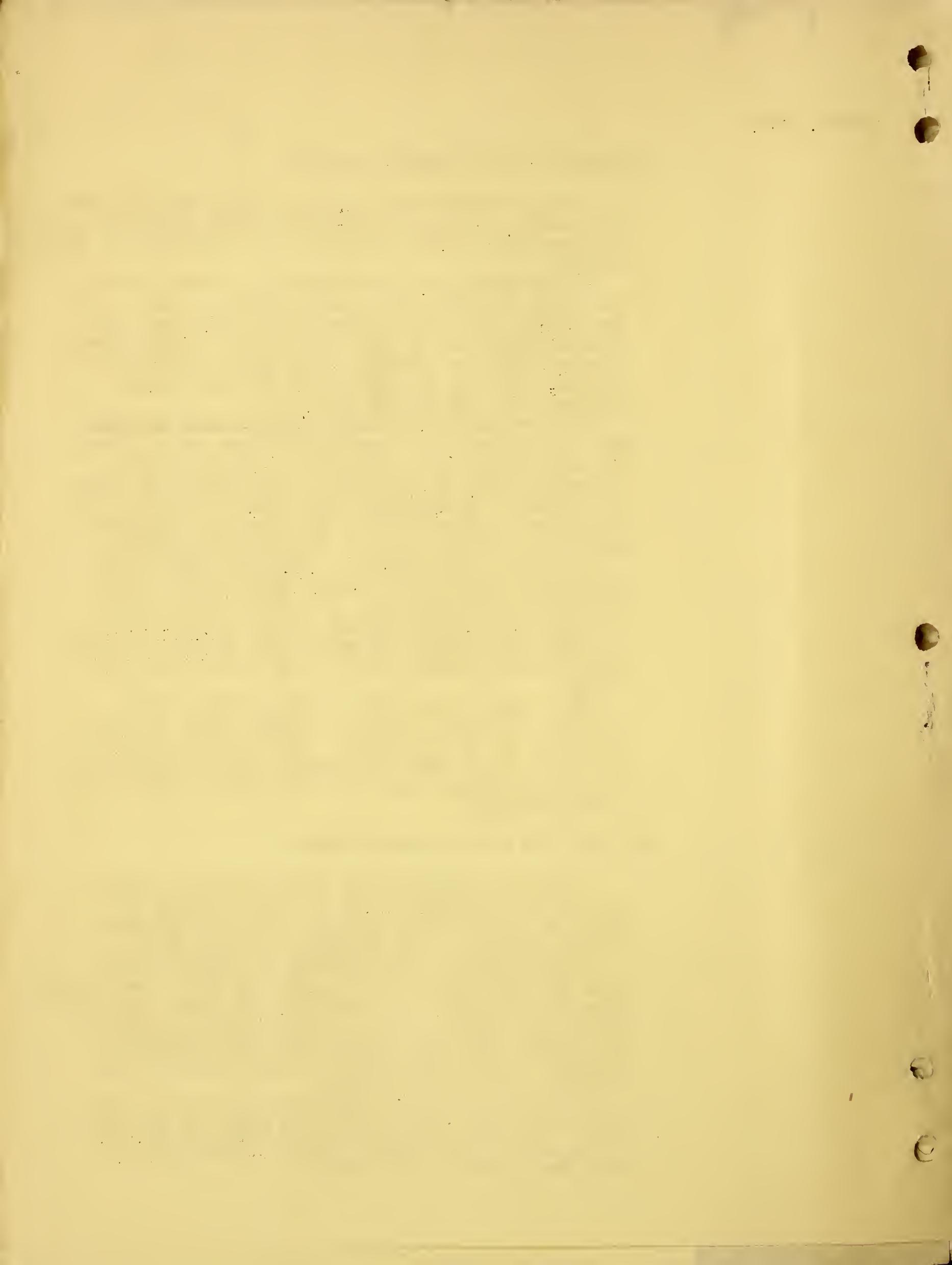
"How simple is operation of the machine? A bad point is a control switch out of easy reach; it should be at the top of the machine. Good points to look for are an automatic drain and sturdily constructed wringer that can be swung in any direction without wobbling or losing balance."

TWO TESTS FOR CHINA AND EARTHENWARE

"Earthenware that becomes badly cracked or chipped may become a harboring place for dirt and germs that can't be pried loose in washing," warns the Consumers' Counsel Division of the Department of Agriculture.

"Earthenware is porous beneath its glazed surface. When the glazed surface is cracked, the porous part absorbs liquids very easily. To identify earthenware, apply red ink to the bottom of the dish where there is likely to be a small rough spot that may have been chipped or cracked. If the dish absorbs the ink like a blotter, then you have real earthenware.

"To tell real china, simply hold the dish up to the light with your finger between the light and the dish. If you can see your finger's shadow through the dish, then the article is real china."



CONSUMERS' GUIDE

WASHINGTON, D. C.

A. A. A.

CONSUMERS' COUNSEL DIVISION

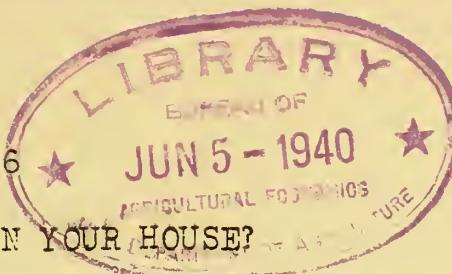
WEEKLY

CLIP SHEET ISSUED

BY CONSUMERS' COUNSEL DIVISION

VOLUME III, NUMBER 6

HAVE YOU TERMITES IN YOUR HOUSE?



June 10, 1940.

There are 4 ways to tell whether termites have broken into the foundations or walls of your home, declares the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the Department of Agriculture.

"First is to actually catch one of the insects. Termites leave their hiding places in winged formation during the spring and in the fall. This excursion might go on for several days or even weeks. Sometimes householders confuse flying ants with termites. A termite has a thick, heavy body, with long wings. Flying ants have a slender, wasp-like body, and shorter wings. You can also send a specimen of the insects to your State entomologist, or to the Bureau of Entomology, Department of Agriculture, Washington, D. C., for positive identification.

"A second way is to examine carefully the masonry, walls, wood foundations, or window sills. If termites have got into them, you will find small earthenlike tubes, about the size of a lead pencil, on the surface of the wood or masonry. These shelter tubes are built by the termites.

"Third, tap the wood with a hammer. If it has a hollow sound, termites may have got into it. Or try sticking a sharp instrument, such as a screw driver, into the wood to see if the inside is already rotted.

"Lastly, if you suspect a termite infestation, make a close-up study of the damaged wood or masonry work. If there are small piles of dirt piled up or if you hear a 'ticking' sound of insects inside the wood, then termites are not the culprits, but some other insect.

"Complete eradication of termites usually requires the advice of an expert. The Federal Bureau of Entomology and Plant Quarantine of the U. S. Department of Agriculture, Washington, D. C., will tell you how to guard against termites, and how to get rid of them."

THESE THINGS GO INTO YOUR MEDICINE CABINET

Into your medicine cabinet should go first of all those things that you need in time of emergency. Here is what the Consumers' Counsel Division of the Department of Agriculture says should be on the cabinet shelves.

"An antiseptic, such as iodine, for scratches and cuts.

"Something for burns, such as tannic acid, or baking soda for milder burns.

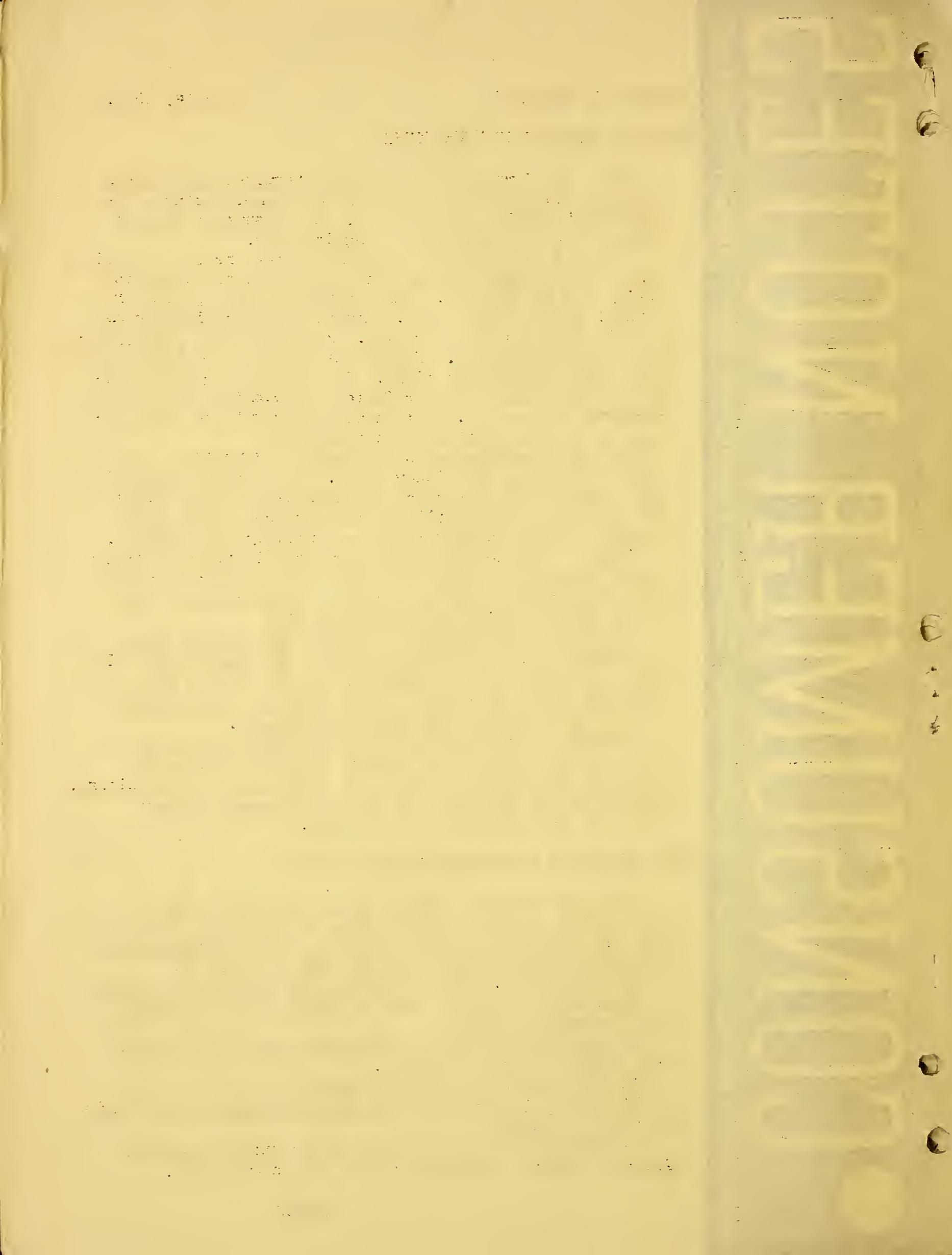
"A pain killer, like aspirin which says on its label that tablets contain 5 grains.

"A mild laxative, preferably mineral oil.

"An emetic (in case of accidental poisoning) which might be syrup of ipecac.

"A stimulant in case of fainting or unconsciousness. Aromatic spirits of ammonia will do in an emergency.

(MORE)



June 10, 1940

-2-

"Those are the medicines and drugs you will need.

"Then you need a toothbrush (comparatively small with bristles equal in length in well-separated rows); toothpaste, preferably bearing the acceptance declaration of the American Dental Association or the Council on Dental Therapeutics; a yard roll of one-inch gauze bandage; a roll of half-inch adhesive tape; a small roll of absorbent cotton; a pair of blunt-edged scissors; a pair of tweezers; a clinical thermometer with the letters 'NBS' etched on one end indicating it has been tested by the National Bureau of Standards; and, finally, a water bag that has a dealer's guarantee behind it.

"To stock this well-filled medicine cabinet should cost about \$5."

KEEP YOUR GRASS GREEN

Water your lawn thoroughly, but not too often, if you want to keep it green and fresh throughout the hot dry months, advise experts in the U. S. Department of Agriculture. Lightly sprinkling the lawn each day is not very effective, and may even result in growth of weeds rather than grass.

Particularly if your lawn is of blue grass you should avoid frequent light sprinklings and too close mowing.

You can water your lawn at any time during the day or night, though in the evening there is less loss from evaporation. Remember that grass beneath or near trees or of south or west exposures where it may be subjected to direct rays of the sun needs more water than less exposed areas. Likewise, slopes need special attention because of run-off.

Mow a newly sown lawn when the grass is 2 or 3 inches high. Don't cut the grass too close at any time if the lawn is not mowed very often. Otherwise, you may injure the grass. Set the mower to a height of at least 1 1/2 inches, preferably more, during the summer months.

Don't be afraid of cutting your grass too often, and let the mower clippings remain on the grass to benefit the turf. If the grass is cut only infrequently, it may not be wise to let the clippings remain since this may result in smothering the grass underneath.

Leaves, on the other hand, should always be raked up to avoid injury to the grass. They are practically worthless as a fertilizer unless composted until completely decayed. It is a fallacy that leaves left on the lawn will benefit it.

"Planting and Care of Lawns," Farmers' Bulletin 1677, has complete instructions on how to develop a green lawn. You can get a free copy by writing the Department of Agriculture, Washington, D. C.

CONSUMERS' GUIDE

CLIP SHEET ISSUED WEEKLY BY CONSUMERS' COUNSEL DIVISION, A.A.A. WASHINGTON, D.C.

VOLUME III, NUMBER 7

WHAT DOES SOIL EROSION COST?



June 24, 1940.

If all the accountable costs of soil erosion were divided up among everyone in this country, they would cost each man, woman, and child over \$6 apiece.

"Not all the costs can be added up in dollars and cents, but those that can be come to the staggering total of \$844,000,000 a year," reports CONSUMERS' GUIDE, publication of the Consumers' Counsel Division, U. S. Department of Agriculture.

"Farm lands are not the only ones to suffer from soil erosion. It damages cities, too. Within cities, the annual injury done adds up to \$25,000,000.

"Damage to highways is \$180,000,000. Railways have to spend \$100,000,000 a year because of erosion. Injury to streams and harbors costs \$42,000,000; to reservoirs, \$29,000,000; to irrigation ditches, \$18,000,000; to drainage ditches, \$15,000,000; to wildlife, \$5,000,000.

"Highest cost of all, of course, is losses on farm lands. This comes to \$400,000,000.

"Add to these measurable costs, those that can't be run through the cash register, and you get a picture of the tremendous liability of lands that are not properly cared for.

"Incomes go down as soil fertility declines. Irrigated areas dependent on reservoirs must be abandoned eventually as erosion continues.

"Helped on by erosion large agricultural sections become ghost regions.

"Western farmers dependent upon grazing, see their land waste into desert.

"Rural communities disintegrate, depositing hundreds of thousands of persons on relief rolls, upsetting traditional and established patterns of community life. Erosion, of course, is only one of the many causes of this. But it is an important cause."

CAN YOU LEAVE FOOD IN AN OPEN TIN CAN?

You wouldn't hesitate to leave a pie in a tin pie plate and there is likewise no good reason for not leaving food in an open tin can.

So declares the Consumers' Counsel Division of the Department of Agriculture.

"If the container is kept in the refrigerator, then you can rest assured that the food will not be spoiled by the tin.

"Remember that the can and food were both sterile when they left the factory. If you handle them carefully and keep them both away from contamination, they will stay that way as long as any food kept in a dish will remain fresh."

(MORE)

June 24, 1940.

-2-

KEEP YOUR SHOES IN CONDITION

Shoes that split a seam, get run-down at the heels, or wear through the soles should be sent to the repair shop promptly, advise Department of Agriculture researchers. Repairs made in time will save you unnecessary expenditures later on.

"But it is not only wise to keep your shoes repaired to get long service from them; they also need proper care.

"Shoe trees or paper pads or stuffing both keep shoes in shape when not being worn. Alternating on day-to-day wear between two pairs of shoes, particularly in hot weather, cuts down the damage done by perspiration to leather. This allows the shoes to dry out, and prevents cracking or ripping of the leather.

"Remember that mud, water, excessive dryness are all damaging to leather. Oil and grease keep shoes pliable and water resistant, and make them wear longer. Shoes worn for hiking and outdoor work should be oiled or greased often. Shoes for street wear should be polished frequently with wax polishes so that the leather will remain soft and pliable. For patent leather try a light even oiling with a little castor oil spread on a cheesecloth pad once or twice a month.

"When you polish or oil shoes, be sure to wipe all dirt and mud from them first. If they are wet, massage them with a light application of castor oil, stuff them with paper to keep their shape, and then let them dry slowly in a moderately warm atmosphere."

TIPS ON TEA

Do you know what "orange pekoe" or "flowery orange pekoe" mean when they appear on the label of a package of tea?

"These designations indicate the size of the tea leaf," informs the Consumers' Counsel Division of the Department of Agriculture.

"Here is what the various tea descriptions mean:

"Flowery Orange Pekoe: the smallest tea leaves.

"Orange Pekoe: the next larger size leaf.

"Pekoe: third larger size commonly used by consumers.

"Black tea: A product that has been completely 'fermented' having an aromatic mild flavor.

"Green tea: Tea that has not been 'fermented,' with a sharp 'bite' in its taste.

"Oolong tea: Partly 'fermented,' and has some of the aroma of black tea and some of the 'bite' of green tea."

#

CONSUMERS' COUNSEL

CLIP SHEET ISSUED WEEKLY BY CONSUMERS' COUNSEL DIVISION, A. A. A. C. WASHINGTON, D. C.

VOLUME III, NUMBER 8

JUN 29 1940

July 1, 1940.

BANISH THE BUGS

If you want to know how to build a fly trap, or want to get the fleas off the dog, or need something scientific for ridding the pantry of ants then get a copy of "Banish the Bugs," a free bulletin just issued by the Consumers' Counsel Division of the Department of Agriculture.

In brief, easy-to-read paragraphs, here are scientifically proven remedies for 9 common household insects that may be particularly annoying during the hot summer months. In addition to telling how to get rid of the pests, the bulletin gives hints on how to prevent an infestation and how to track to their nests flies, ants, mosquitoes, carpet beetles, bed bugs, cockroaches, fleas, silverfish, and house centipedes.

You can get your free copy of "Banish the Bugs" by writing to the Consumers' Counsel Division, U. S. Department of Agriculture, Washington, D. C.

SLEEPING ON SURPLUS COTTON

"A small part of America's surplus cotton (estimated to be 9 1/2 million bales by July 31) is now being turned over to American farm families who can't afford to buy mattresses so they can make their own," writes the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the U. S. Department of Agriculture.

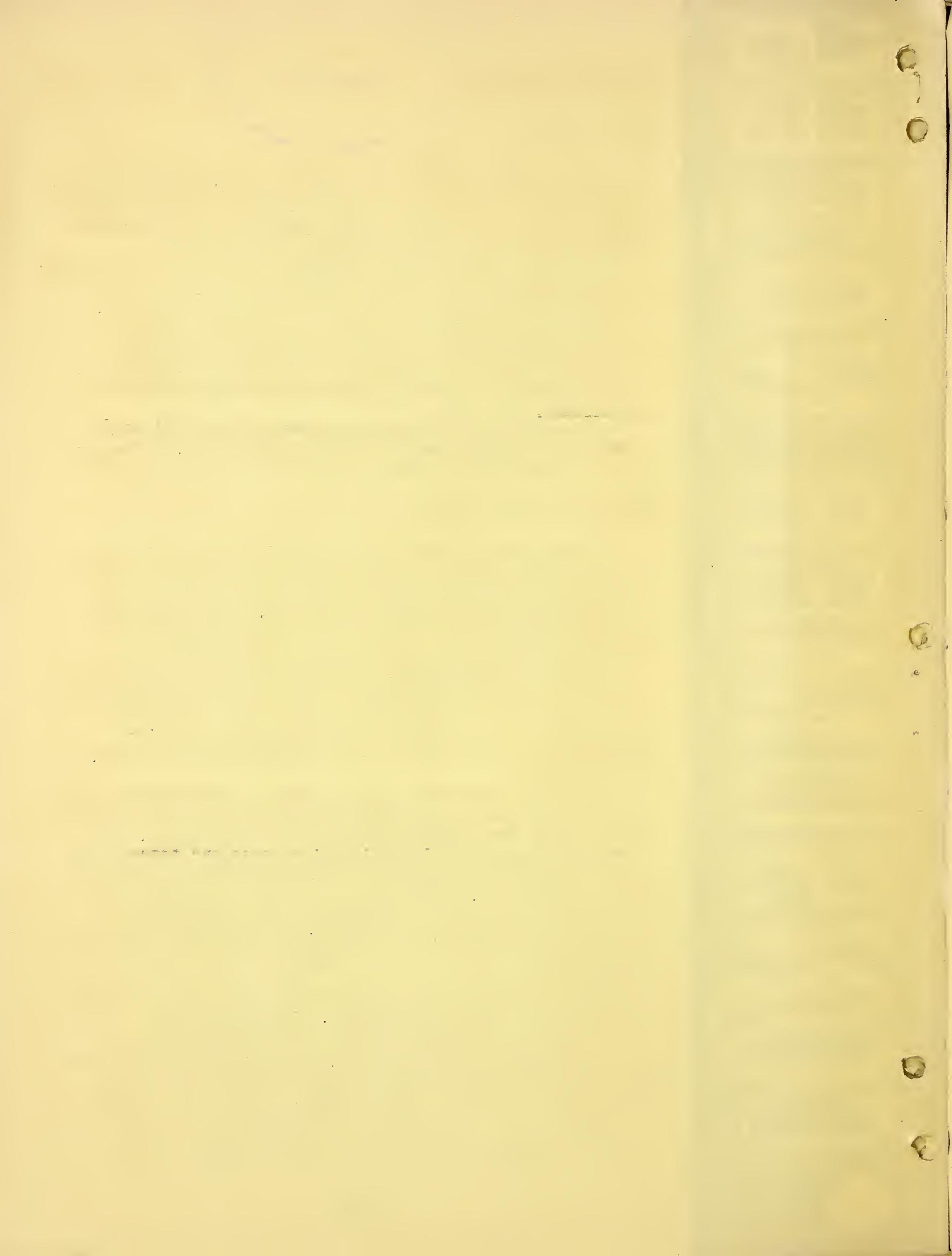
"Under a mattress-making program in effect for 7 years, 130,000,000 pounds of cotton have already been turned over to city and rural relief agencies by the Federal Government. These agencies, with the aid of relief workers, have made mattresses for distribution to needy city families.

"Now the program is being expanded so that farm families with incomes of less than \$400 a year can take part in the program even though they may not be on relief. The program supplies each family with cotton and ticking sufficient for a good 50-pound cotton mattress large enough for a double bed. Cost of the materials used in each mattress is about \$6, but officials have estimated that in stores these mattresses would cost from \$20 to \$25, far out of reach of the families eligible to take part in the program.

"To take part in the new program at least 120 eligible families in a county must apply. Councils of farm wives scout up sewing machines, round up places where mattresses can be made, and organize mattress-making bees. Families may make their mattresses individually, under supervision of trained instructors, or may come together as a group with other families also making mattresses.

"The sleeping-on-the-surplus campaign has a meaning that goes farther than the mattress materials it gives

(MORE)



July 1, 1940

-2-

free or the advertising it is giving to the bedding industry by making people 'mattress conscious.' It fires a shot right in the bullseye of a problem that's been worrying America worse than a bad conscience -- how so-called surpluses of farm products can be brought to people who have deficits of these same products.

SEEDS MUST PERFORM AS LABELED

Backyard gardeners, as well as the biggest ranchers, stand to gain by a new seed labeling law recently put into effect, declares the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the Department of Agriculture.

"Under the new law grass and other agricultural seeds, such as cotton, oats, wheat, alfalfa, must be guaranteed to perform just as they are labeled. And by next August, all vegetable seeds will have to meet a legal standard of performance -- which is the percentage guaranteed to germinate -- or else be labeled in big easy to read type, 'Below Standard.'

"Likewise, all false or misleading advertising of seeds is barred.

"Today, when you buy grass seeds, the label must tell you these things: Percentage of seeds guaranteed to have healthy sprouts; percentage of all types of seeds in the mixture and also percentage of 'inert matter' and weeds; name and address of the shipper of his code number assigned by the Department of Agriculture; the number of 'noxious' seeds; kind, type, and variety of the seed; origin of some seeds; and date of the test guaranteeing the germination standard.

"Vegetable seeds will have to show the percentage guaranteed to grow only if they fall below the standard set by the Federal Government.

"The law applies only to imported seeds and those going over State lines."

CONSUMERS' GUIDE

CLIP SHEET ISSUED WEEKLY BY CONSUMERS' COUNSEL DIVISION, A.A.A. WASHINGTON, D.C.

VOLUME III, NUMBER 9

TELLING THE QUALITY OF CANNED GOODS



July 8, 1940.

In Ohio, recently, a study was undertaken to see whether quality of canned goods actually could be judged by price tags. Made by Ohio State University and the State Agricultural Experiment Station at the suggestion of the Ohio Canners' Association, the survey covered 43 different brands of corn and 35 different brands of canned tomatoes.

After comparing prices with the quality of the canned goods as judged by official graders of the U. S. Department of Agriculture, the researchers reached these conclusions, reported in the *CONSUMERS' GUIDE*, publication of the Consumers' Counsel Division of the Department of Agriculture.

"When the goods (a consumer buys) are enclosed in cans that are sealed, rigid and opaque, her uncertainty about the utility of the contents is even further increased. As a consequence she has come to rely upon price as a buying guide.

"But we have seen that price alone merits no confidence ... We have observed also that brand names frequently cannot be depended upon... Moreover, personal familiarity with the actual quality of competing goods is out of the question for the average consumer...

"Therefore, the conclusion is inevitable that some other more dependable means must be adopted to indicate quality to a buyer if she is to buy intelligently and avoid wasteful and uneconomic expenditures...

"Fully informative labeling holds promise of real benefits to sellers as well as to buyers... Transactions would be more equitable. Business relationships would be improved. Efficiency would be encouraged through the payment of premiums in the form of higher prices for higher quality, and imposition of penalties in the form of lower prices for lower quality. Discouragement and litigation caused by unfair competition would be reduced. All transactions in a given lot of merchandise would be conducted in the same language, and all parties concerned could be equally well informed about the value of the goods!"

MAKING CAKES WITH LARD

Some cooks agree that lard is all right for bread and for spiced cookies, but when it comes to using lard in cakes, they steer clear of it.

"Recently home economists and food chemists got to work with their test tubes and ovens in the laboratories of several midwestern universities to see if they could find out how lard might be used with good effect in cakes," writes the *CONSUMERS' GUIDE*, publication of the Consumers' Counsel Division of the Department of Agriculture.

(MORE)

July 8, 1940

-2-

"In the Iowa State College of Agriculture, workers discovered that by departing from traditional cake-mixing methods, excellent results could be obtained. One method consists in creaming the lard and one-half the sugar. Next add the flour and milk. Then beat the other half of the sugar into the egg until it is very light and fluffy. Quickly add this sugar-egg mixture to the cake batter.

"Lard keeps well (hydrogenated lard best, kettle-rendered lard next best, and steam-rendered lard next) but like all fats it eventually becomes rancid. Rancidity, which comes from the splitting off of fatty acids, is hastened by moisture, air, light, or high temperatures. Lard, therefore, should be covered tightly and kept in a cool place. Since fats absorb tastes and odors readily, keeping lard covered also serves to retain the original bland lard flavor. While hydrogenated lard keeps well at room temperature, it, too, should be kept covered, like the vegetable shortenings."

BE SURE ELECTRICAL EQUIPMENT IS SAFE

"There is a safety standard which you can rely on when you buy electrical household equipment," informs the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the Department of Agriculture.

"Approved by the Bureau of Home Economics, it is the label of the Underwriters Laboratories, Inc., a non-profit organization that makes safety tests of electrical appliances on manufacturers' requests. The label does not indicate quality of the machine.

"This organization is maintained for service to examine and test equipment for hazards against shock and fire, and does not rate one brand or model against another," says the Bureau of Home Economics. "If this laboratory regards an appliance as safe it will either label it or list it in an approved list of appliances."

"When you buy electrical equipment insist on seeing the list of approved appliances if the underwriters' label is not stamped on appliance."

PICKING A PEACH

"You can tell a ripe peach by its firmness and the extent to which the green on the underside of the fruit has turned to a whitish-yellow color," says the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the Department of Agriculture.

"A good peach should also be free from blemishes and have a fresh appearance. If the fruit has a reddish blush it still may not be ripe, since color varies with the variety of the peach.

"Over-ripe peaches are soft to the touch, bruise easily, and are fit only for immediate consumption. Unevenness in shade and small surface punctures exuding a gummy substance mean worm injury. Brown circular spots on the surface of the fruit indicate it will not keep."

CONSUMER

NOTEBOOK

CLIP SHEET ISSUED WEEKLY BY CONSUMERS' COUNSEL DIVISION, A.A. A. WASHINGTON, D. C.

VOLUME III, NUMBER 10

DON'T GET BURNED UP



July 15, 1940.

Sunshine can do you good or cause you grief, depending on how you take it.

Overdoing the sun-bathing habit may result in harmful effects aside from the discomfort a bad case of sunburn causes.

"Best precaution is to get a good coat of tan before you expose yourself for hours at a time to direct rays of the sun," suggests the Consumers' Counsel Division of the Department of Agriculture. "How long you should expose yourself at first depends mostly on how tender your skin is. Scientific tests have shown that a 15-minute exposure the first time is about the right amount for the average person.

"In any case, don't try to get your whole summer's tan in a single weekend. Time yourself when you go out into the sun. A smart thing to do is to rub a lotion, cream, or oil on the skin before you expose yourself. Any oil with a heavy body, such as olive oil, or any skin cream containing oil or grease is a good preparation to use before you do your sunning.

"These applications act as a screen, cutting down the amount of sun rays reaching your skin, so that you will tan without burning. But even with this treatment you will burn if you stay in the sun too long the first few times you go out.

"Treat a sunburn the same way you would treat any sort of burn (except a chemical burn). And remember to protect your eyes as well as your skin against the sun's rays. If you get a bad burn, the best thing to do is to consult your doctor."

HOW MUCH MILK?

"In the year 1936, the United States produced enough milk, 106 billion pounds of it, to fill a great sea basin a half mile wide, about 4 miles long, and 30 feet deep," says the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the Department of Agriculture. "All 221 destroyers in the United States Navy could be nested in this basin, but there was a better use to be made of the milk. It was used as food, but not altogether.

"The 106 billion pounds of milk contained 4 billion 100 million pounds of butterfat and practically all the butterfat (96.5 percent) sooner or later was consumed by human beings.

"It also contained 3 billion 600 million pounds of milk protein but only half of this milk nutrient was served to consumers in milk or other dairy products.

"It contained 5 billion 200 million pounds of milk sugar of which slightly less than half reached consumers in dairy products.

"It contained a mineral cargo of 700 million pounds of calcium, phosphorus, and other minerals of which only half was delivered to consumers in their dairy products.

(MORE)

July 15, 1940

-2-

"Where did it go?

"Tremendous quantities of these milk nutrients not reaching humans in milk products go to animals as feed. Milk builds good animal health, just as it builds good human health. But shunting so much milk back to animals for feed is socially wasteful when millions of human beings are going without adequate supplies of the minerals that come so abundantly in such useable form in milk.

"Rickets and hollow chests and crooked legs mutely challenge our ways of using and misusing the great storehouse of bone-building materials in the milk which farmers make available. How to put every ounce of them to good use is a problem on which many minds are needed--the scientist's as well as the economist's, the milk industry's as well as the Government's, the consumer's as well as the producer's."

DO YOU CAN AT HOME?

"Steam pressure canners, to give best results, must be constructed so as to maintain a constant temperature during all the time the food is 'cooking' inside. With cookers that are too small, it is difficult to achieve this," advises the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the Department of Agriculture.

"An 18-quart size is about the largest a housewife can handle, if the canner must be lifted while full. Filled with cans, it weighs 30 to 40 pounds. About 5 quart glass jars or 8 pint glass jars will fit comfortably in this size cooker.

Buy a canner that is firmly constructed, large enough to meet your needs, and with the kettle molded in one piece without seams or joints. Most important feature to look for is a close-fitting cover that sets snugly into the cooker and leaves no room for steam to escape. Those with a band that adjusts the cover by turning a single screw make for convenience. Other types are fastened by a number of clamps or lugs which require a little more time to adjust but hold the cover very securely on the kettle. Either type will meet your needs as long as there is no leakage of steam."

CONSUMER NOTE

WEEKLY BY CONSUMERS' COUNSEL DIVISION, A.A.A.
CLIP SHEET ISSUED WASHINGTON, D.C.

VOLUME III, NUMBER 11

JUL 24 1940

July 22, 1940.

GUARD YOUR FOOD IN SUMMER

AGRICULTURAL EDITIONS

DEPARTMENT OF AGRICULTURE



Here are 8 rules for keeping food safe during the hot weather months, as suggested by the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the Department of Agriculture.

"1. Potato salads, custards, home-cooked salad dressings, and other picnic foods containing eggs should be kept chilled from the time they are made until they are eaten. Don't prepare picnic foods far in advance if you are carrying them a long distance.

"2. If you plan to serve ground cooked meats for salads or sandwiches, keep the meat in the whole piece until just before it is to be used; there is less danger then of spreading undesirable bacteria. Keep the meat cool until served.

"3. Bulgy cans mean spoiled foods. If the top or bottom of a can yields very much to the pressure of your fingers, the can is suspect. A good rule is to use all canned foods within a year. They may not spoil beyond that period, but they may be inferior in quality.

"4. If you have doubts about the freshness of any food, fresh or canned, don't run risks to your health by tasting it, or by attempting to salvage it. Throw it out, if you are a city consumer. Burn it, if you are a country consumer, so that animals cannot get at it.

"5. Don't worry about keeping food in open tin cans if you keep the cans refrigerated and if you are as careful with it as with any left-over food. Foods kept too long in tin cans may get a metallic flavor, but the tin doesn't poison the food.

"6. Quality in foods holds up better in cold storage than in warm. This is especially true of canned fruit juices. Keep in a cool dry place, preferably away from the kitchen heat. Sunlight sometimes affects the color of foods bottled in glass, so keep these in a dark place.

"7. Nonacid foods, such as most vegetables and meat, should be canned in pressure cookers because pressure cookers make possible higher temperatures. Acid foods don't need to be canned in pressure cookers because acids in foods destroy bacteria.

"8. When jellies ferment, the reason is they may not have been properly made, or improperly sealed. Fermentation happens most often when they are made with pectin preparations and brought only to the 'rolling boil.' Sufficient water remains to support fermentation."

RULES FOR MATTRESS CARE

A mattress will wear well and give you good service only if you give it proper care.

CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the Department of Agriculture, gives these rules

(MORE)

July 22, 1940

-2-

for caring for your mattress:

"Protect the mattress from tearing and from dust by a muslin mattress cover, and by placing a mattress pad between the spring and the mattress.

"Turn mattresses at least once a week.

"Air mattresses daily and sun them frequently.

"Dust with a vacuum cleaner or a stiff brush once a week.

"Don't sit on the edge of the mattress."

SEVEN GRADES OF QUALITY

Try this stumper on your grocery man next time you shop: "For how many different kinds of foods are there U. S. quality grades?"

If he is right up to the minute on how the Federal Government is prepared to protect consumer purses by quality grading his answer will be "Seven."

The Consumers' Counsel Division of the Department of Agriculture pointing out the need for buying by Government grade when you can, names the foods as these: meats; eggs; fresh, canned, and frozen fruits; fresh, canned, and frozen vegetables; cheese; butter; and milk.

"You can tell whether these foods are graded by looking for the Government grade mark on the food, or on its container.

"On meats the grade runs down like a ribbon on every cut, reading U. S. Prime Beef, U. S. Choice Beef, or whatever the grade may be. Do not confuse the meat grade mark with the round purple stamp indicating the meat has been inspected for wholesomeness.

"On eggs, the grade shows on the carton.

"If canned fruits and vegetables are graded, you will find the grade stamped plainly on the label.

"The butter grade will be found either on the carton or on a small thin piece of paper wrapped with the butter.

"Milk usually carries its grade label on the cap.

"Frozen fruits and vegetables show their grade mark on the label of the carton or container.

"Grades for cheese and for fresh fruits and vegetables usually can't be seen by consumers because they are put on boxes and baskets used by dealers but rarely available for inspection by consumers.

"Use of grades by dealers is purely voluntary. The Government works them out, and dealers use them or not, as they choose. You can get Government-graded products by asking your grocer for them, although it may sometimes take a lot of asking before you finally get them. One way is to get together with your neighbors and tell your grocer you will buy Government-graded products if he puts them in stock.

"Write the Consumers' Counsel Division, Department of Agriculture, Washington, D. C., if you want to find out what these grades are and what they mean."

CONSUMER NOTE

WASHINGTON, D.C.

A.A.

COUNSEL DIVISION, A.A.

CONSUMERS' COUNSEL WEEKLY

CLIP SHEET ISSUED WEEKLY BY CONSUMERS' COUNSEL

Volume III, Number 12.

START YOUR OWN CONSUMER GROUP

JUL 27 1940

July 29, 1940.

You'll be a better buyer, and a wiser one, if you get your neighbors, or union auxiliary, or club together to study consumer problems.

"An appetite for ice cream combined with a little consumer initiative might very well be used to start such a group this summer," advises the Consumers' Counsel Division of the Department of Agriculture.

"Start your group off with an afternoon or evening meeting. Assign someone to look into your local laws and see whether a minimum butterfat content is set for ice cream sold in your city. In Washington, a survey was made showing that ice cream sold there ranged all the way from 8 percent to 28 percent in butterfat content. In their health laws, cities usually set the minimums between 8 and 14 percent. The United States Government requires 12 percent of butterfat in ice cream when it buys.

"After you've found out if your city has such a law, compare the different ice cream products sold in the community. See whether any of them specify the butterfat content on the label. If they don't, ask the ice cream manufacturers to give you the information on the label.

"Check the local laws also for restrictions on air content in ice cream. Many States and communities have laws protecting the consumer against paying for too much air when they buy ice cream.

"Have a 'laboratory session' in your kitchen to determine the air content of one kind of ice cream for yourself. Put a half pint of the ice cream in a funnel, then pour 1-1/2 pints of hot water on the ice cream so that the melted cream and water run through the funnel into a bowl. Pour the resulting creamy water into a quart milk bottle. Then measure the unfilled part of the bottle by determining with a measuring cup how much additional water it takes to fill the bottle. In that way you can discover how much air is in the ice cream. If, for example, one-eighth of the quart bottle is empty, it would be equal to a quarter of a pint. Since you started with half a pint of ice cream in the first place, this would mean half of the ice cream was air."

If you want further ideas on a study of ice cream write Consumers' Counsel Division, Department of Agriculture, Washington, D. C., for its free bulletin, "A Quiz on Ice Cream." The Division will also give you help in getting your consumer group started on other problems.

KEEP THE LID ON!

Leave the lid off your can of coffee for 2 weeks, and you'll taste the difference in your morning brew.

Coffee exposed this way loses about half its strength, reports the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the Department of Agriculture.

(MORE)

July 29, 1940.

- 2 -

"After roasting, all coffees begin to deteriorate. The aroma and flavor are due to compounds resulting from the roasting. These compounds dissipate themselves in gas when coffee is exposed to the air.

"If you can afford it, buy only 3 or 4 days' supply at a time. It may cost a little more this way, but the cost per cup in the end will be less because you won't be tempted to increase the amount you use in each cup as the coffee grows stale.

"Theoretically, coffee kept in a cool place should grow stale more slowly than coffee kept in a warm place. Actually, no experiments have verified this theory. Some people, nevertheless, keep their coffee in the refrigerator. One thing is certain: It is a good idea not to keep coffee on the shelf above the stove where the container is likely to get heated."

HANDLE STOCKINGS WITH CARE

"When you put on or take off a stocking, be careful of sharp fingernails, jewelry, and calloused skin," cautions the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division, of the U. S. Department of Agriculture.

"A good idea is to roll the stocking before putting it on, then slip it over the foot and gently draw it over the calf. This will avoid accidental snags or runs.

"Wash stockings as soon as possible after each time they are worn. Use a mild soap and lukewarm, soft water.

"Press or squeeze out the soap suds and rinsing water -- never rub or scrub hosiery. Then roll the stockings in a soft towel to absorb the moisture, and hang them over a line to dry, rather than fastening them with clothes pins. Don't hang the stockings in the hot sun or near a hot radiator. The best place is a warm room with circulating air.

"Last, never iron hosiery. Ironing not only causes them to lose shape, it can ruin delicate silk and rayon fibers."

CONSUMER NOTES

CLIP SHEET ISSUED WEEKLY BY CONSUMERS' COUNSEL DIVISION, A.A.A. . . WASHINGTON, D.C.

VOLUME III, NUMBER 13

AUG 12 1940

August 5, 1940.

CHECK YOUR DIET

A group of consumers in a Washington, D. C., housing development got together early this summer and decided to find out for themselves whether they were getting the best possible diet for their weekly food expenditures.

With the help of the Consumers' Counsel Division of the Department of Agriculture and the Bureau of Home Economics, they kept records of their food purchases. They matched these against diets scientifically planned by the Department of Agriculture to see whether their families were getting all the vitamins, minerals, and other food nutrients they needed.

They soon were able to spot deficiencies in their diets. At meetings held once each week, diets of each of the members were discussed and suggestions made for improving them.

The Consumers' Counsel is ready to help consumers in other parts of the country to keep a record of their diets as a beginning toward finding out how they compare with scientifically planned meals. Just write for a free copy of the "Chart to Record Your Weekly Food Purchases" available from the Consumers' Counsel Division of the Department of Agriculture, Washington, D. C. You will need one copy for each member of your group. You will also need a copy of "Diets to Fit the Family Income," free from the Office of Information, Department of Agriculture, Washington, D. C.

With the first bulletin, each member can keep a complete record of his food purchases over a period of a week, listing the kinds of food, the quantity purchased, and the cost. He also sets down a record of the number of persons eating at each meal during the week.

At the end of the week, the diet for that period is matched against diets listed in the second bulletin, "Diets to Fit the Family Income." This bulletin sets up model diets for families of different sizes and incomes.

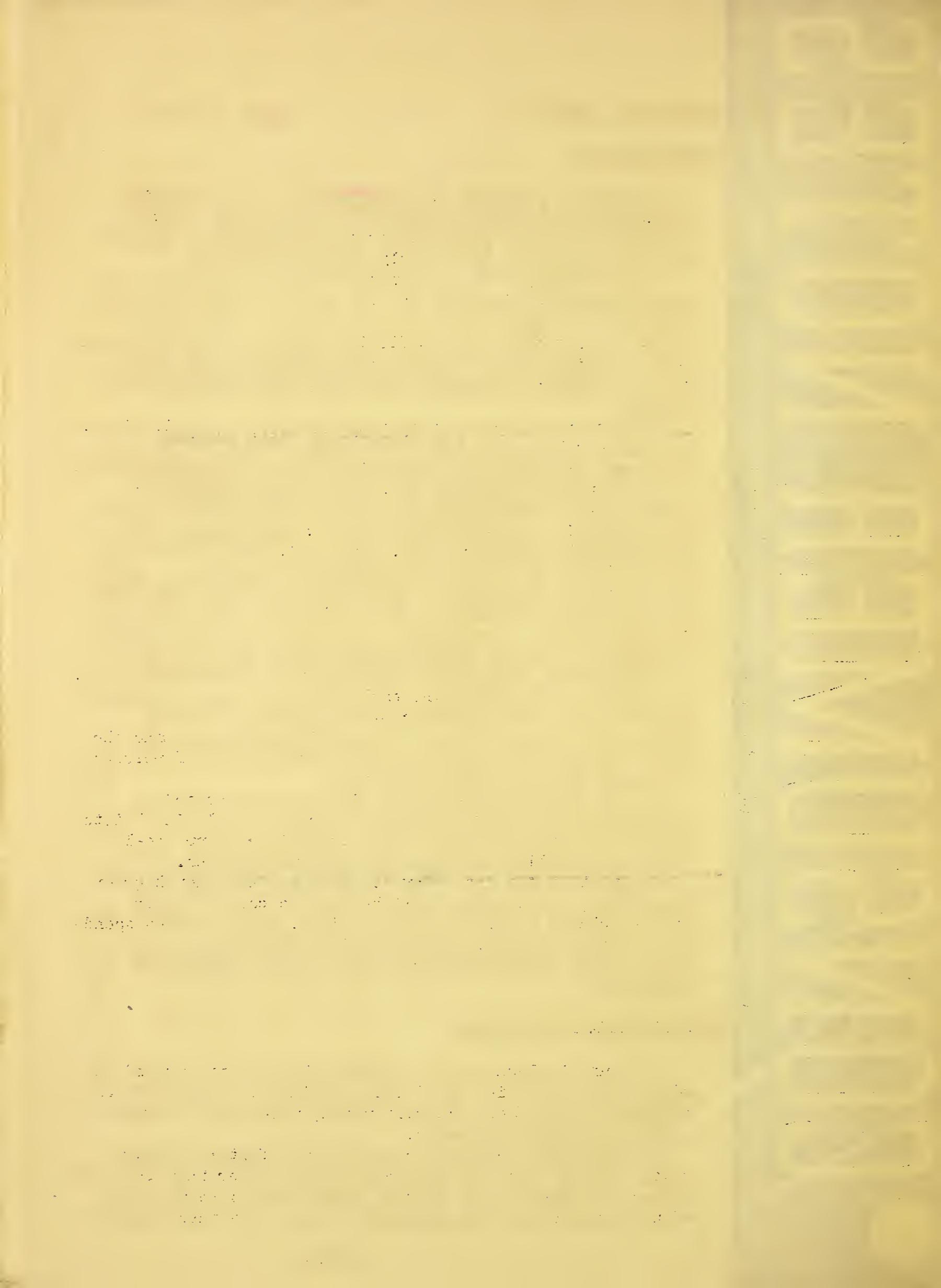
Families getting too many starches and not enough green vegetables, for example, will be able to correct their food purchases to fit the tested diets. And families spending too much on costly foods may find that they can get better diets while actually cutting down on their food purchases.

KEEP LINOLEUM FLOORS WAXED

If your linoleum floors collect a lot of dirt around the edges where there is very little walking, it means that the linoleum has not been properly waxed, according to Department of Agriculture experts.

Some linoleum coverings come from the factory already waxed and only need an occasional waxing after they are laid; others not waxed at the factory should have several coats of wax applied when the linoleum is laid, say these experts.

(MORE)



August 5, 1940

-2-

Wax keeps out dirt by sealing the pores of the covering. Wax linoleum this way: First wash the floor thoroughly, let it dry, then apply a coat of paste wax. After a half hour polish the first coat and apply a second coat, either paste or liquid wax. If the covering has never been waxed before, several coats will be necessary.

WHAT SOIL CONSERVATION HAS ACHIEVED

"Six million farmers are actively working for soil conservation today," writes the *CONSUMERS' GUIDE*, publication of the Consumers' Counsel Division of the Department of Agriculture.

"Here are some of the achievements of their program:

"In 1938, the Agricultural Conservation Program covered 321 million acres of cropland and the Range Conservation Program an additional 190 million acres of pasture and grazing land.

"American farmers planted 55 million acres in soil-conserving crops.

"More than 2 million acres of pasture land were improved.

"On 200,000 acres forestry improvement practices were carried out.

"Terracing, strip cropping, contour farming, and other erosion-control practices were carried out on 20 million acres.

"Fertilizers to the amount of 5-1/2 million tons were applied.

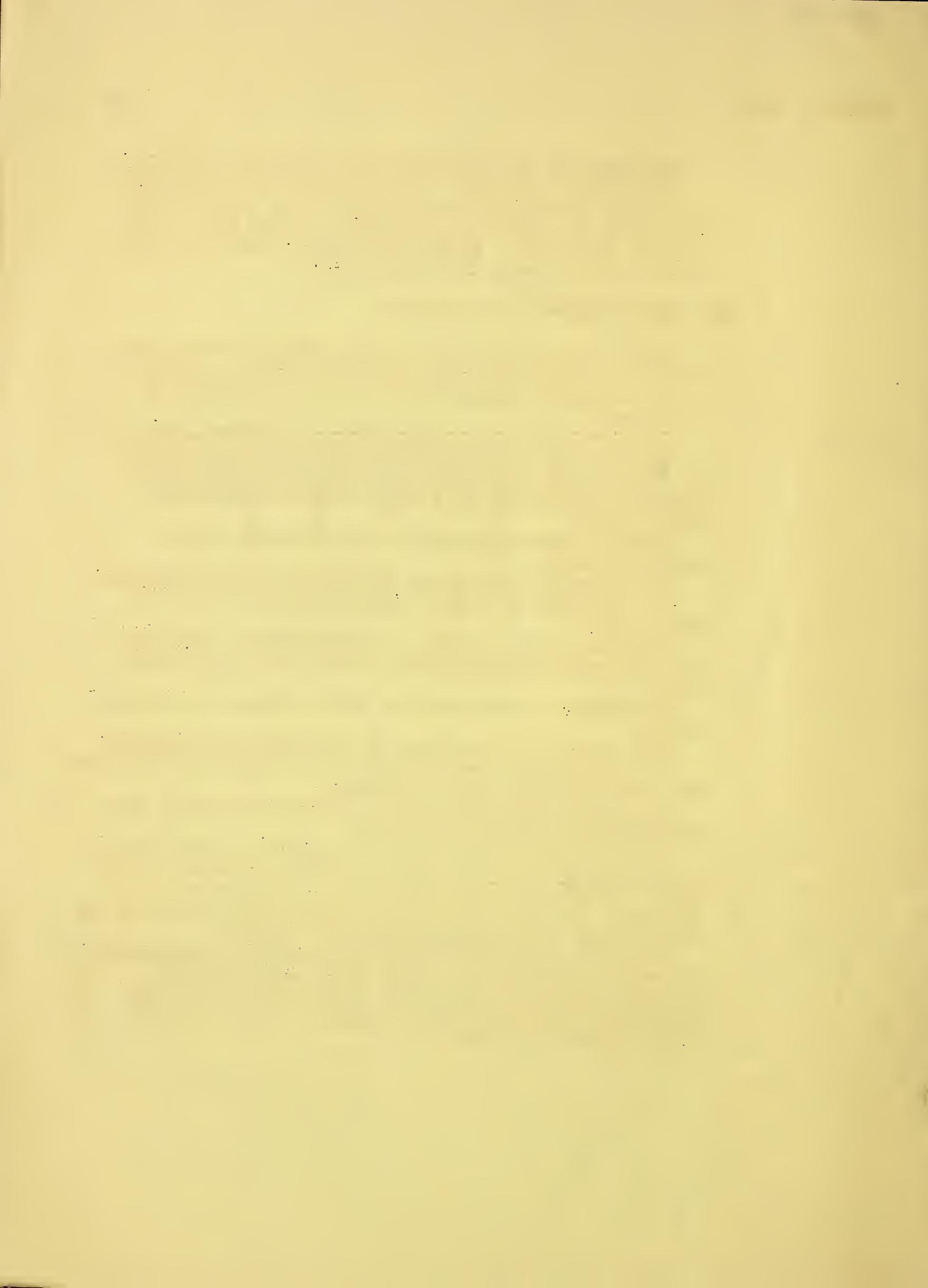
"Well over 28 million acres of range land were reseeded.

"To conserve and develop water on the range, 21,000 earthen tanks and reservoirs were constructed.

"On nearly 2-1/2 million acres, destructive plants were eliminated and erosion was checked.

"The Soil Conservation Service was working in 573 demonstration projects and CCC camp work areas, including 100,000 acres. To date, 258 soil-conservation districts have been organized. There are more than 1 million farms including 155 million acres in the farmer-organized districts.

"Each year more farmers are practicing more conservation. With the new emphasis on soil-building and -conserving practices, with new inducements to put them to work, the records for later programs are expected to roll up even larger figures than these."



CONSUMER NOTES

CLIP SHEET ISSUED WEEKLY BY CONSUMERS' COUNSEL DIVISION, A.A.A. . . WASHINGTON, D.C.

VOLUME III, NUMBER 14

AUG 12 1940

August 12, 1940

WHAT'S THE COST OF OPERATING A REFRIGERATOR?

When you buy a refrigerator -- ice or mechanical -- ask the salesman "(1) How much power or ice is required to operate, say, a 6 cubic foot box for a month when empty, to maintain certain temperatures? (2) What is the cost of this much power or ice in your neighborhood?" suggests the **CONSUMERS' GUIDE**, publication of the Consumers' Counsel Division of the U. S. Department of Agriculture.

"Failing to get the facts about the power or ice needed, you might fall back on some rough estimates which the Bureau of Home Economics has made after studying different types of boxes in operation and observing the experience of others. These figures are averages based on a study of 6 cubic foot empty refrigerators operating at a room temperature of 90 degrees and maintaining good refrigerating temperature.

"Ice refrigerators of this size will require about 700 pounds of ice a month. Electric refrigerators will use approximately 30 kilowatt hours a month. Kerosene refrigerators will take 15 gallons a month to keep cool. A gas refrigerator will use about 1800 cubic feet of manufactured gas, or 1000 cubic feet of natural gas.

"Bearing in mind that these are estimates and not invariable yardsticks, you can find out the comparative operating costs of ice, kerosene, gas, and electric refrigerators in your neighborhood without going farther than your telephone.

"In Washington, D.C., where electricity is comparatively inexpensive, a 6 cubic foot electric refrigerator would cost around 90 cents a month to use. A refrigerator using manufactured gas would cost \$1.40 a month to operate. A kerosene refrigerator would use \$1 worth of fuel a month, and an ice box would melt \$4.20 worth of ice to keep your food cool for a month."

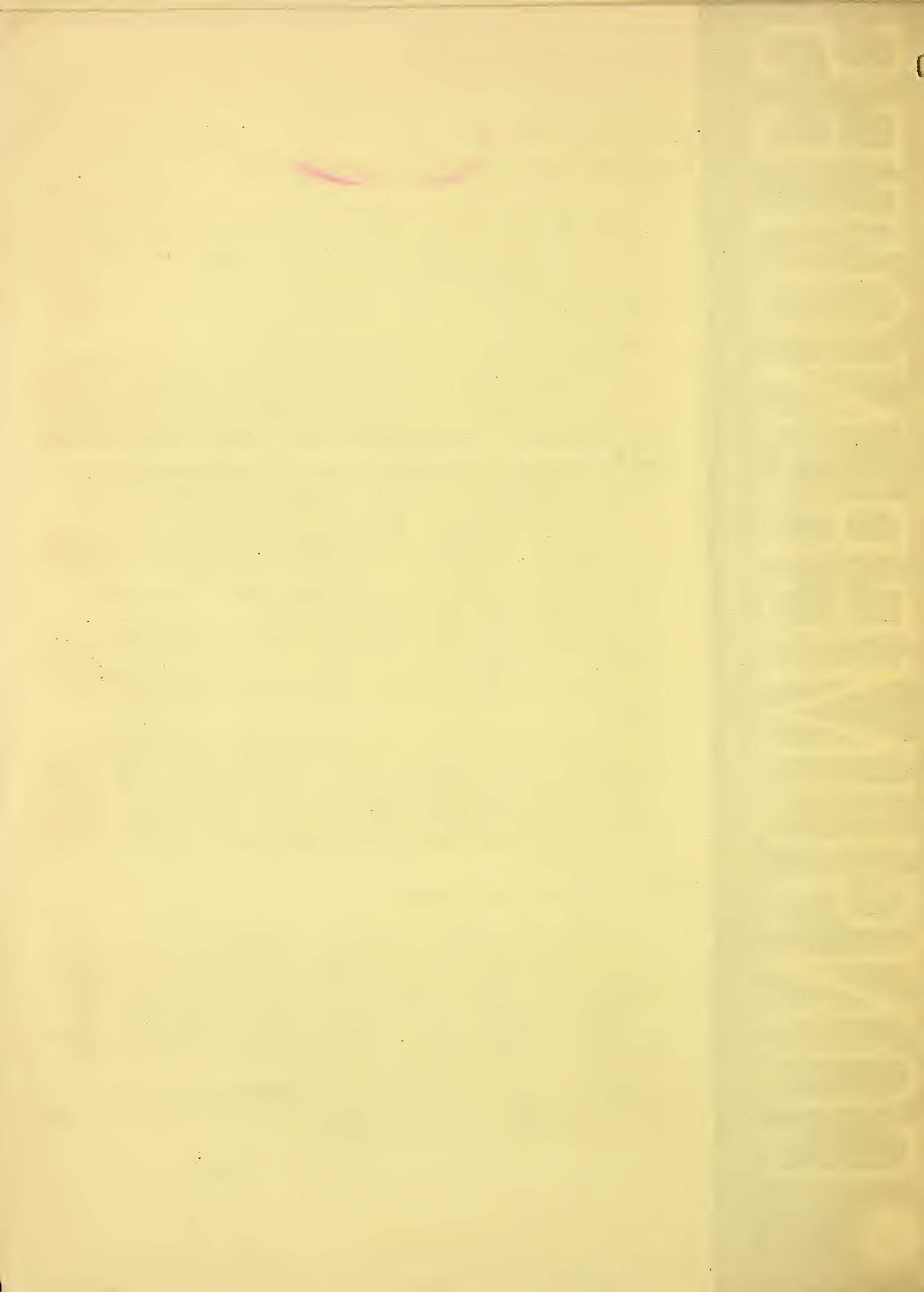
WATERMELONS SHOULD BE PLUGGED

"Best way to find out how ripe a watermelon is, is to have it 'plugged,'" says the Consumers' Counsel of the U. S. Department of Agriculture. "Then you can see and taste for yourself how good -- or how bad -- the melon actually is.

"If the dealer isn't willing to plug a melon that you may or may not decide to buy, do the second best thing and try to judge the melon from the outside.

"Look for one that is firm, well shaped, with a good 'bloom' on its surface. A good 'bloom' means that the melon has a velvety hue over its surface.

(MORE)



August 12, 1940

-2-

"Then turn the melon over and look at the part that was on the ground while the fruit ripened. If it is a yellowish white color, then it is ripe. And pick a big watermelon if you want to get more melon and less seeds.

"If the stem end is soft or discolored, don't buy. That is a sure sign the watermelon will be a 'lemon.'"

TUNE IN

Put this program on your radio calendar and keep right up-to-the-minute on happenings along the consumer front: "Consumer Time on the Air," broadcast every Saturday morning over the Red network of the National Broadcasting Company. The program hits the airwaves at 10:45 A.M., Eastern Standard Time.

This broadcast brings timely news to consumers on budgeting the family dollar, keeping in good health, and what to look for when you buy household commodities and equipment.

It is sponsored jointly by the Consumers' Counsel Division of the U. S. Department of Agriculture and the General Federation of Women's Clubs.

Every week, in addition to news of consumer activities, consumer reporters on the broadcast tell of new research in Government laboratories to help consumers. They also announce valuable free Government bulletins.

Beginning with this issue, CONSUMER NOTES will announce the subjects of each Saturday's broadcast. Saturday's program (August 17) will bring tips to housewives making their own jelly, information on how to buy an electric refrigerator, and the announcement by Consumers' Counsel Donald E. Montgomery of the "Consumer Honor Roll of the Week."

Write Consumers' Counsel Division, Department of Agriculture, Washington, D. C., if you want the name of the station nearest you to which the program is made available.

1000 ft. above sea level. The
soil is yellowish brown, sandy
loam, with a thin layer of
humus on the surface. The
soil is very poor, with a
low content of organic matter.

CONSUMERS' GUIDE

CLIP SHEET ISSUED WEEKLY BY CONSUMERS' COUNSEL DIVISION, A.A.A. . . WASHINGTON, D.C.

VOLUME III, NUMBER 15

STRETCH YOUR FOOD DOLLAR

August 19, 1940.

AUG 20 1940

Here are 8 easy ways to make your food dollar buy more in nourishing, balanced meals. Tack them on your kitchen wall and read them often if you want to be a better consumer. They come from CONSUMERS' GUIDE, publication of the Consumers' Counsel Division, U. S. Department of Agriculture.

"1. Plan before you market. Check supplies in your larder and left-overs in your ice box. Let the rules in 'Diets to Fit the Family Income' guide you in planning. Make out a list of the foods you will want to buy for the coming week. You can get a free copy from the Department of Agriculture, Washington, D. C.

"2. Shop around to compare prices. Watch the papers for specials. Do as much of your week's shopping at one time as you can so as to save effort and get the benefit of savings from quantity purchases. New York City consumers are luckiest; they have a morning broadcast to tell them what is most abundant on the market.

"3. Buy by grade whenever you can. In many cities, it is possible to buy meat, eggs, canned fruits and vegetables, cheese, and butter which have been graded according to U. S. Government standards. Grades help you to get the quality you want and give you the quality you pay for. Look for them on the label or food.

"4. Watch the scales. First look for the seal that shows the scale has been inspected and approved by your weights and measures officials. Be sure the needle is at rest before the food is placed on the scale and that it comes to rest before the food is removed. See that no hand rests on the scale while food is being weighed.

"5. Look for the net weight on packaged foods. Compare the cost per ounce of different brands and containers to determine which is cheapest. Be on your guard against off-size packages. Don't buy by the dime's worth; buy by the pound. Look for false bottoms. Remember that you pay for fancy wrappings and trimmings.

"6. Take home the trimmings. Scraps of meat and fat trimmed off your meat order can be used in different ways. Beet tops are a valuable food; celery tops add flavor to soups. Outer leaves of cabbage and cauliflower contain valuable vitamins. Use them for soup if they are too tough for serving as green vegetables.

"7. Learn how to substitute low-cost for high-cost foods. Many have the same food values. For instance, the lean meat in any cut, grade, or kind of meat has practically the same food values. 'Meat Dishes at Low Cost' tells you how to prepare them. Copies cost 5 cents each from the Superintendent of Documents, Washington, D. C.

"8. Use left-overs. Don't throw them away. Here's where ingenuity has a chance to shine. Delicious soups can be made by combining scraps or left-overs. A sauce can transform others. Meat can be ground up and combined with bits of vegetables for a stew. Water in which vegetables have been cooked should be added to soups."

(MORE)

August 19, 1940.

-2-

HOW TO KEEP A STRAIGHT IRONING BOARD

If you want an ironing board that won't warp and sag in the middle after you've had it a short time, buy one that is at least 1-1/2 inches thick.

Another safeguard is to get a board that has been sufficiently dried or seasoned. See if the label guarantees this.

After you buy the board, give it a coat of varnish mixture to keep out moisture and steam from the iron. A good mixture is aluminum powder and pheolic resin varnish, which you can buy in any paint store. Mix a quarter pound of the powder with one pint of the varnish. Paint top, bottom, and sides of the board. Brush it on with strokes moving in one direction.

If there is someone handy with tools in the family, have him fasten one-fourth angle iron cleats 1-inch wide and as long as the whole width of the board across the underside. Fasten a cleat 3 inches from each end, and 2 more towards the center of the board. These will keep the board rigid and level. You can also use wooden cleats 1-inch thick and 2-inches wide.

Finally, keep the board in as dry a place as possible. The attic is usually better than the cellar for storing ironing boards.

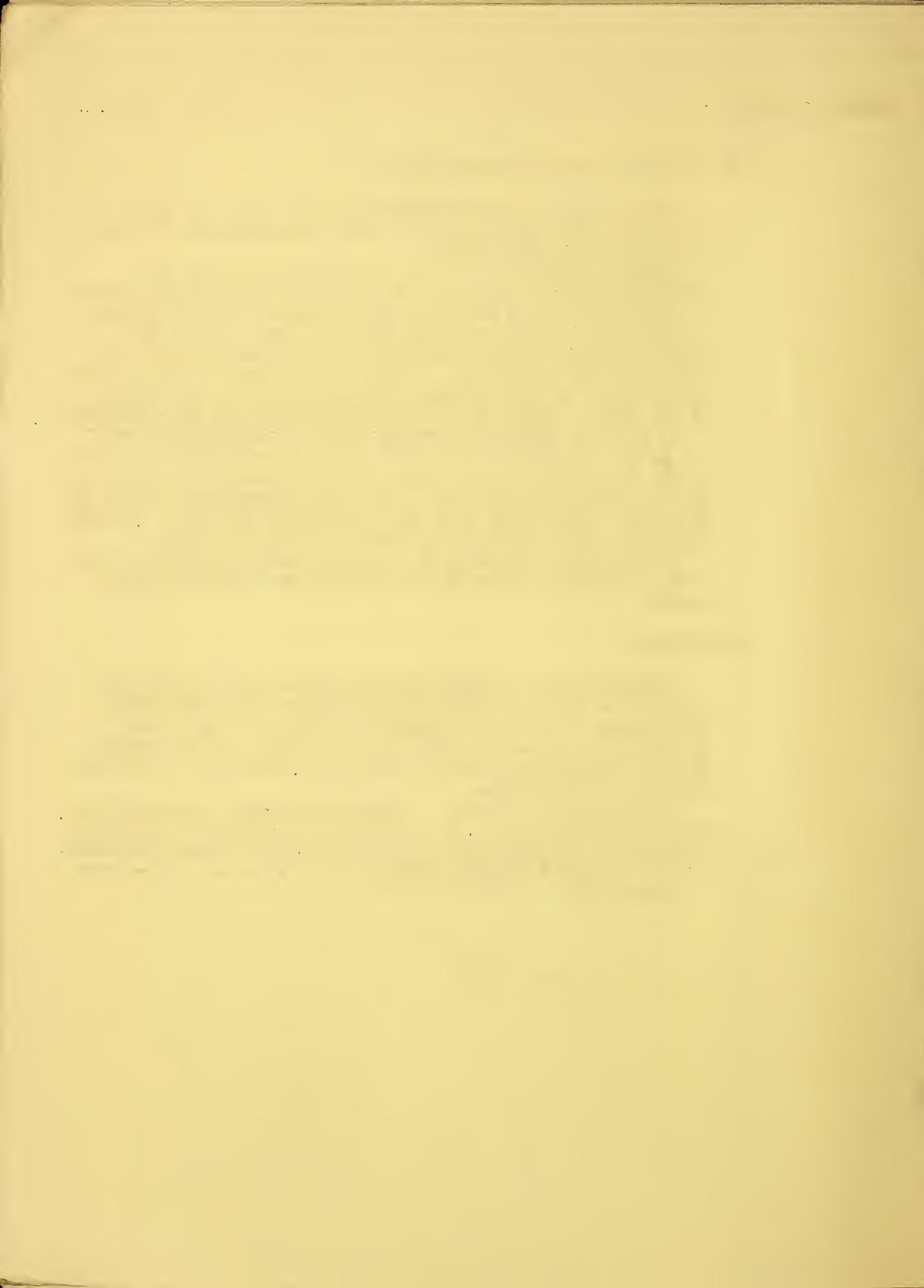
ON THE AIR:

"Consumer Time," weekly radio broadcast over the Red Network of the National Broadcasting Company, this week brings information on how to buy women's felt hats, facts on how consumers are protected when they buy shrimp, and the weekly message of Consumers' Counsel Donald E. Montgomery, of the Department of Agriculture.

The program goes on the air Saturday morning, at 10:45 A.M., Eastern Standard Time. It is sponsored jointly by the General Federation of Women's Clubs and the Consumers' Counsel Division of the Department of Agriculture.

Listen in!

#/#



CONSUMERS' COUNSEL

CLIP SHEET ISSUED WEEKLY BY CONSUMERS' COUNSEL DIVISION, A.A.A. . . WASHINGTON, D.C.

VOLUME III, NUMBER 16

MILK FOR A NICKEL

August 26, 1940.

AUG 20 1940

How thousands of relief families in several of the larger cities of the country are getting milk for 5 cents a quart is told in the current issue of CONSUMERS' GUIDE, publication of the Consumers' Counsel Division, U. S. Department of Agriculture.

"The plan is made possible by Federal milk marketing agreements and orders which in general fix the prices distributors pay dairy farmers for their milk," writes the GUIDE. "These agreements and orders may be issued by the Department of Agriculture in cities where a substantial part of the milk used moves across State lines. Many of these agreements and orders now provide a special price which dairy farmers receive for that milk which is sold to relief families under approved low-cost milk programs.

"Getting 5-cent milk takes more than good intentions. It requires cooperation of different kinds from farmers, distributors, local relief agencies, and the Federal Government.

"It works this way: Farmers get a price for relief milk lower than the usual price for milk sold for bottling, but higher than the price they get for milk used in making milk products.

"Distributors agree to take over the job of pasteurizing and delivering the milk to the homes or depots where certified relief families get it. For the plan to succeed, they must offer to do this job at a minimum charge.

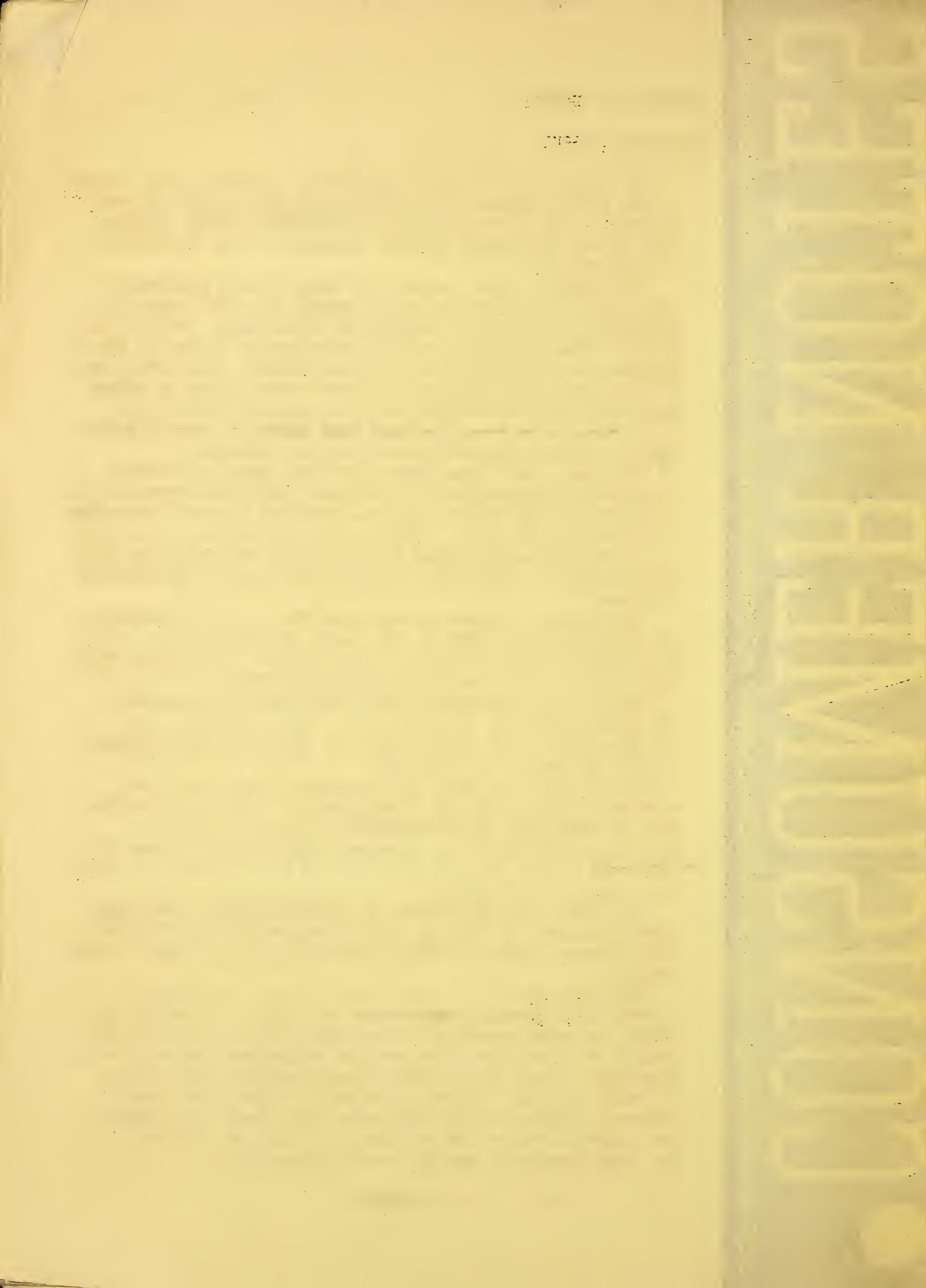
"City relief agencies certify the families eligible to buy nickel milk and the amount they may purchase. The city provides money from relief funds so the certified consumers can buy the milk for a nickel.

"By the time the milk is delivered or sold over the counter, it has cost more than 5 cents. With money authorized by Congress, the Government, through the Surplus Marketing Administration, agrees to pay the difference between the actual cost of the milk and the contribution made from local relief funds.

"In Boston, 62,000 quarts of milk are bought every day under the plan; in Chicago, 92,000 quarts are going into needy homes; in New Orleans, where the plan is young, 9,000 quarts.

"The plan can be put into effect in any city where a Federal Milk Marketing Agreement or Order is in effect and where the order provides for low-cost milk. Cities that qualify for low-cost milk now, but which don't have it, are: Cincinnati, Ohio; Fall River, Massachusetts; Kansas City, Missouri; LaPorte, Indiana; Louisville, Kentucky; Lowell-Lawrence, Massachusetts; Bettendorf and Davenport, Iowa; Rock Island, Moline, East Moline, and Silvis, Illinois; New York, New York; and St. Louis, Missouri."

(MORE)



August 26, 1940

-2-

WHAT TO LOOK FOR IN A WASHING MACHINE

Look the body and the frame of a washing machine over carefully before you buy, advises the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the U. S. Department of Agriculture.

"Examine the legs of the machine. Strongest legs are of cast or pressed steel, deeply curved, and even completely tubular at the bottom. Wheels of the washer should be made of rubber to muffle noise, should move easily in all directions, and should lock in place to prevent vibration when the machine is operating. The legs should also be adjustable to different heights.

"Body of the washer should have rubber interlining at points where metal touches metal. All edges should be rounded off, and screws and rivets smooth and concealed, if possible. Well constructed machines have the fewest possible number of screws or rivet heads on the inside of the machine.

"The washing mechanism itself should be easily removable without the need of pliers or screw driver so that it can be cleaned and dried after each time it is used.

"Top of the tub should be lined with a small 'shelf,' slightly inclined inward to control splashing.

"Cover of the machine, when on hinges, is a handy shelf if opened. Likewise, a hinged cover eliminates the task of taking off the cover and putting it on again each time clothing is added.

"No matter what type it is, the cover should be heavy enough to avoid vibration when the machine is in operation, and should have a rubber lining around the rim. Some researchers have found that a clamp to hold the cover down when closed is an extra advantage."

ON THE AIR:

Consumer Time, broadcast every Saturday at 10:45 A.M., Eastern Standard Time, over the Red Network of the National Broadcasting Company, on August 31 will give tips on how to buy cheese; and what to beware of when buying hair preparations.

Listen in for information on how to buy cheese, facts about different kinds of cheese and the nutritional value of each; you will also hear consumer reporters tell of what they have found out about different types of hair dyes, "restorers," and other preparations used for the hair. Donald E. Montgomery, Consumers' Counsel of the Department of Agriculture, will announce the "honor roll of the week."

This program is under the joint sponsorship of the Consumers' Counsel Division, U. S. Department of Agriculture, and the General Federation of Women's Clubs.

CONSUMERS' GUIDE

CLIP SHEET ISSUED WEEKLY BY CONSUMERS' COUNSEL DIVISION, A.A.A. . . WASHINGTON, D.C.

VOLUME III, NUMBER 17

SEP 7-1940

September 2, 1940.

NEW GRADES FOR BEEF

New quality grades for beef have been set up recently by the Department of Agriculture, announces the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the Department of Agriculture.

"Here are the new beef grades and what they mean:

"PRIME: The highest grade of beef, but available in very limited quantities, usually in late fall and winter. Domestic consumers rarely see it. Used most exclusively by hotels, restaurants, clubs. Produced only from specially fed steers and heifers which represent the highest degree of perfection in breeding.

"CHOICE: Highest grade of beef commonly available to consumers. Marketed year-round in the Middle West and the East, and available in limited quantities in the West. Usually cuts are relatively fat and require considerable trimming. Produced from steers and heifers specially nourished on concentrated feed.

"GOOD: This grade meets the needs of consumers who have small food budgets and want the best quality they can get for moderate prices. Sold in all sections of the country throughout the year. Carries enough fat for average needs, but not enough to require heavy trimming before serving. Produced largely from steers and heifers fed intensively on concentrated feed for varying lengths of time. From this grade down the manner of cooking requires attention. Tougher meats can become more tender with proper cooking.

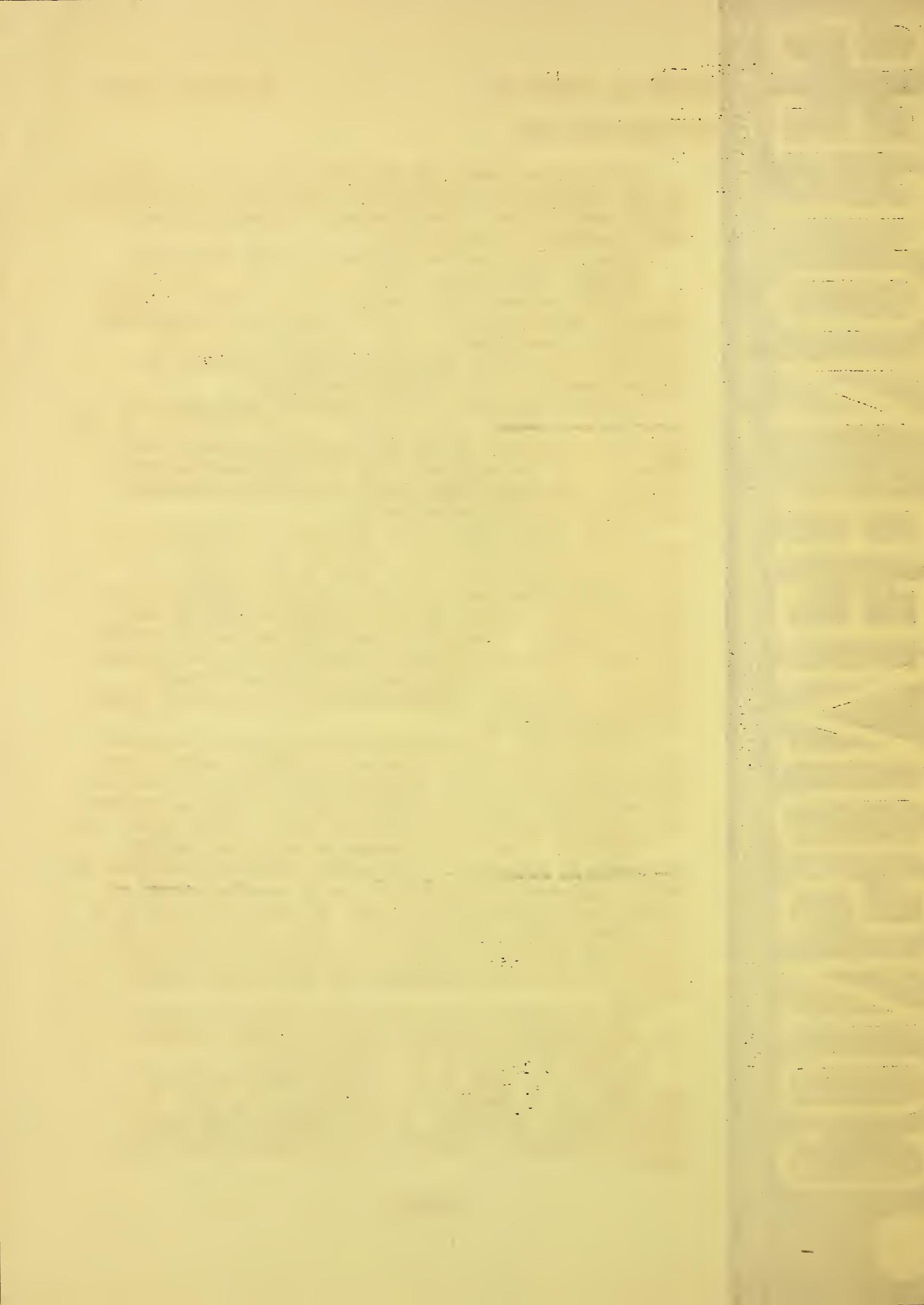
"COMMERCIAL: For consumers with tight food budgets able to buy beef only if prices are below average. Has very little excess fat. Produced from steers and heifers and relatively young cows fed largely on grass or roughage, and fed concentrated feed for only a short time.

"UTILITY: Lowest Government-graded meat usually available to consumers. This grade obviously includes meats which are not tender but can be made palatable by careful and imaginative cooking. It should be sold at the lowest price. Produced from steers and heifers fed largely or entirely on grass or roughage and from cows producing beef deemed suitable for sale in the retail market.

"You find these grade marks over and over again on the whole length of the meat carcass, as U. S. Choice, U. S. Good, or whatever the grade may be.

"Grades for veal, lamb, mutton, remain unchanged. They are: U. S. Prime, U. S. Choice, U. S. Good, U. S. Medium, and U. S. Plain. Medium and Plain for these meats correspond to Commercial and Utility Grades for beef."

(MORE)



September 2, 1940

-2-

RECONDITIONING FAT

Fat that has been used for deep-fat frying of potatoes or doughnuts or some other food isn't necessarily used-up fat. You can usually retrieve it and save it for another time, according to the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the Department of Agriculture.

"After whatever it is that has been swimming in the fat has been sieved out, the fat should be permitted to cool," says the GUIDE.

"Then a couple of slices of raw potato should be dropped into the cold fat, the fire should be turned on and the pan permitted to heat up slowly until the potatoes are brown.

"After that strain the fat through a couple of thicknesses of cheesecloth into a can. When it has cooled, cover the can tightly and place it in the refrigerator until you are ready to use it the next time."

ON THE AIR

"Consumer Time," on the air every Saturday morning at 10:45 a.m., Eastern Standard Time, will devote its entire September 7 broadcast to the school lunch program, which is administered by the Federal Surplus Commodities Corporation of the U. S. Department of Agriculture.

Listen in for information on how you can start such a program in your community this fall and bring fresh, nutritious foods to the needy children in your schools. Radio scouts on the broadcast will tell the results of their investigations into the accomplishments of the school lunch program so far, and also of plans being made to feed some 5,000,000 children during the next school year.

"Consumer Time," is broadcast over the red network of the National Broadcasting Company. It is sponsored jointly by the Consumers' Counsel Division of the Department of Agriculture, and the General Federation of Women's Clubs.

"We must watch out lest conservation of our physical resources be pushed with full regard for the loss of dollars flowing off and down our streams, but no primary regard for wasted humanity."

Henry A. Wallace,
Secretary of Agriculture.

CONSUMERS' NOTES

CLIP SHEET ISSUED WEEKLY BY CONSUMERS' COUNSEL DIVISION, A.A.A. . . WASHINGTON, D.C.

VOLUME III, NUMBER 18



September 9, 1940

DON'T SKIP SKIM MILK

"Buttermilk, 8 cents a quart, chocolate drink, 8 cents a quart, Grade A milk, 11 cents a quart." So read an advertisement in a Washington newspaper recently, reports the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the Department of Agriculture.

"Consumers, and the people who sell to consumers" says the GUIDE, "are waking up to two important facts about skim milk (buttermilk and chocolate drink are both skim milk products). The first is that skim milk is a valuable food. The second is that there is an enormous market for skim milk and skim milk products if they are sold at low enough prices.

"Skim milk is a low-cost source of the almost priceless nutrients, calcium, phosphorus, milk sugar, and milk protein. Expectant mothers, children, and adults, too, should get these nutrients in their meals every day.

"Despite the nutritive value of skim milk, however, very little of it reaches consumers. Instead it is either fed to animals or thrown away. Another milk product, whey, which is a byproduct of cheesemaking, is also largely wasted.

"Each year human beings get only 60 percent of the milk proteins, milk sugar, and milk minerals contained in the 100 billion pounds of milk produced. The remaining 40 percent of these health giving nutrients are fed to animals or thrown away.

"The Department of Agriculture's Bureau of Dairy Industry is now working on new products which will utilize these foods and give human beings healthier diets and farmers larger incomes."

KEEP FOOD COOL

"Whatever kind of refrigerator you have, safeguard your food supply by observing these rules," says the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the Department of Agriculture.

"Do not overcrowd the refrigerator.

"Don't let wrappings on food clutter up an ice box so as to choke off air circulation.

"Cool hot food before storing.

"Place most perishable foods in coolest spot.

"Foods with strong odors -- cheese, melons, etc. -- should be placed on the warmest shelf where air passes over them just before reaching the cooling unit so that odors will not be picked up by other foods.

"Put only clean food in the refrigerator.

"Clean refrigerator once a week."

(MORE)

HOW TO TAKE THE SHINE OUT OF YOUR PANTS

Nothing you can do will take the shine out of a pair of woolen pants permanently, but here's how you can reduce the shine at least temporarily.

"Put the pants on the ironing board, right side up. Sponge them with a solution of vinegar and water -- 2 tablespoonfuls of vinegar to a quart of water.

"Now cover the shiny part with a dry wool cloth, and place over this a heavy pressing cloth immersed in the vinegar and water solution, and then wrung out as dry as possible.

"When the press cloth is dry, iron with a fairly hot iron, letting plenty of steam penetrate into the garment. The idea is to bring up the nap of the wool a little so it won't shine.

"If this fails, brushing or roughening the surface lightly with emery paper or a stiff brush may do the trick.

"A substitute solution can be made by mixing 1 tablespoonful of ammonia to a quart of water."

ON THE AIR

The story of the new Federal quality grades for beef, and buying information on how to buy your winter's coat will be featured on the weekly broadcast of "Consumer Time," on Saturday morning, September 14, at 10:45 A. M., Eastern Standard Time.

"Consumer Time," under the joint sponsorship of the Consumers' Counsel Division of the Department of Agriculture, and the General Federation of Women's Clubs, goes on the air every Saturday morning at this same hour over the red network of the National Broadcasting Company.

The program on September 14 will explain the meaning of the new beef grades, and how they can help you get quality for your meat dollar. Practical pointers on construction and fabric will feature the information on purchasing women's coats.

Donald E. Montgomery, Consumers' Counsel, will also be heard in his weekly message to consumers.

You can find out the name of the station nearest you to which the program is made available by writing: Consumers' Counsel Division, Department of Agriculture, Washington, D. C.

CONSUMERS' GUIDE

CLIP SHEET ISSUED WEEKLY BY CONSUMERS' COUNSEL DIVISION, A.A.A. . . WASHINGTON, D.C.

VOLUME III, NUMBER 19

SEP 18 1940

September 16, 1940.

THE STAMP PLAN HELPS THE FARMER

The 2 million persons who today are getting surplus farm commodities under the Food Stamp Plan are bettering both their diets and farmers' incomes.

Latest reports show that for the month of July \$3,514,000 worth of surplus foods were bought by stamp plan families. These foods were purchased with free "blue stamps" good only for foods designated by the Secretary of Agriculture as being in surplus. Orange stamps, bought by participants in the plan, are good for any foodstuff sold in grocery stores, whether surplus or not.

Blue stamps exchanged over the counter in July bought 1,710,000 pounds of butter, 2,194,000 dozen eggs, 8-1/2 million pounds of pork products, and 18-1/2 million pounds of cereal products. They also accounted for 1-1/4 million pounds of prunes and raisins in July, and about 8-1/2 million pounds of vegetables.

On August 1, 132 areas in 47 States had been designated by the Department of Agriculture for operation of the Stamp Plan, and of this number 98 had actually begun operations. Almost every day, new areas are being named for operation of the plan.

SPINACH FACTS

Some people swear by spinach as the indispensable food in the diet; others are against the vegetable, totally and wholeheartedly.

"Truth of the matter is that both attitudes are wrong," informs the **CONSUMERS' GUIDE**, publication of the Consumers' Counsel Division of the Department of Agriculture.

"Nutritionists report that spinach belongs in the diet though there is no reason for a spinach cult. It is a rich source of two important vitamins, A and C; it provides some iron; and it also supplies what's called bulk or roughage.

"Spinach has calcium, too, but studies show it is not in a form that can be used by the body. Some people maintain that the iron in spinach cannot be used by the body, but the experts differ on this. Some experts say 68 percent of the iron in spinach is absorbed by the body, others say no.

"Sum and substance of the matter is, properly cooked spinach is a good food and it belongs in a balanced diet."

ON THE AIR

"Consumer Time," weekly radio program of consumer information, broadcast over the Red Network of the National Broadcasting Company, will be heard at 11 A.M., Eastern Standard Time, Saturday morning, September 21, 1940, it has been announced by the Consumers' Counsel Division of the Department of Agriculture

(MORE)

The program, under the auspices of the General Federation of Women's Clubs and the Consumers' Counsel Division, features buying information and other consumer advice brought to listeners by consumer reporters and fact-finders.

The broadcast on September 21, will bring listeners pointers for buying electric irons and telling quality in different kinds of irons. Also on the broadcast will be a report on the advantages of buying skim milk from both the health and economy angles.

Donald E. Montgomery, Consumers' Counsel, will be heard in his weekly statement on current consumer problems.

DO YOU KNOW WHAT PLYWOOD IS?

"Plywood construction--often called veneered construction--is used in all types of furniture," writes the *CONSUMERS' GUIDE*, publication of the Consumers' Counsel Division of the Department of Agriculture.

"It is made this way: Thin sheets of a wood of attractive design, properly seasoned, are glued onto a core of another kind of wood, also well seasoned but not of an outstanding design. One or more layers may be glued onto the core to form the finished panel, depending upon the final thickness desired.

"All things considered, good plywood construction may be better than solid wood construction, especially on wide surfaces. If the veneer used in its manufacture is properly dried, correctly and efficiently joined together with high grade glue, it is as strong as solid wood and has greater resistance to warping.

"It does not split easily, suffers less from changes in moisture content. Tendency of some woods to 'check' -- or to develop minute crevices on the surface when the wood dries out--is resisted by plywood construction. Plywood is more economical since woods that are valuable and expensive--such as mahogany--can be used in small quantities and still display their outstanding beauty. Veneers make possible beautiful symmetry and design.

"Solid construction likewise has its advantages and disadvantages. It is not as well balanced in strength as plywood, is more likely to warp or swell. It may be more expensive if costly wood is used throughout the piece. On its asset side are these considerations: Solid wood can be carved easily, making possible construction of expensive, intricately designed pieces. If the surface is chipped or injured, you can have the piece sanded down and refinished at moderate cost. Such furniture is often heavier and more substantial."

CONSUMERS' COUNSEL

CLIP SHEET ISSUED WEEKLY BY CONSUMERS' COUNSEL DIVISION, A.A.A. WASHINGTON, D.C.

VOLUME III, NUMBER 23 .120

WHAT HELPS THE WORKER HELPS THE FARMER



September 23, 1940

If every family making less than \$100 a month in 1936 had its income boosted to the \$100 level, the Nation would spend 2 billion dollars more a year for food, declared Milo Perkins, Director of Marketing of the Department of Agriculture, in a recent speech to the Minneapolis Central Labor Union.

"Farmers would have spent their part of that money to buy city goods, and a great many of the unemployed would have gone to work," Mr. Perkins said.

"The real reason that farmers and factory workers have not gotten closer together in the past is because both of them have had to get along on too little.

"They'll never get as close as they should be as long as 80 million people have to live in families whose average income is only \$69 a month. The city family might want to see farm prosperity, but there's so little in the family budget for food that it must be bought as cheaply as possible.

"The farm family might want to see city prosperity, but crops are selling for considerably less than they did in 1929, and there's so little in the family budget for city goods that they must be bought as cheaply as possible, even if it means low wages for our factories."

START A SCHOOL LUNCH PROGRAM IN YOUR COMMUNITY

Six million school children in the country will be healthier and happier at the end of this school year if the grown-ups in their communities work for a school lunch program, declares the Consumers' Counsel of the Department of Agriculture.

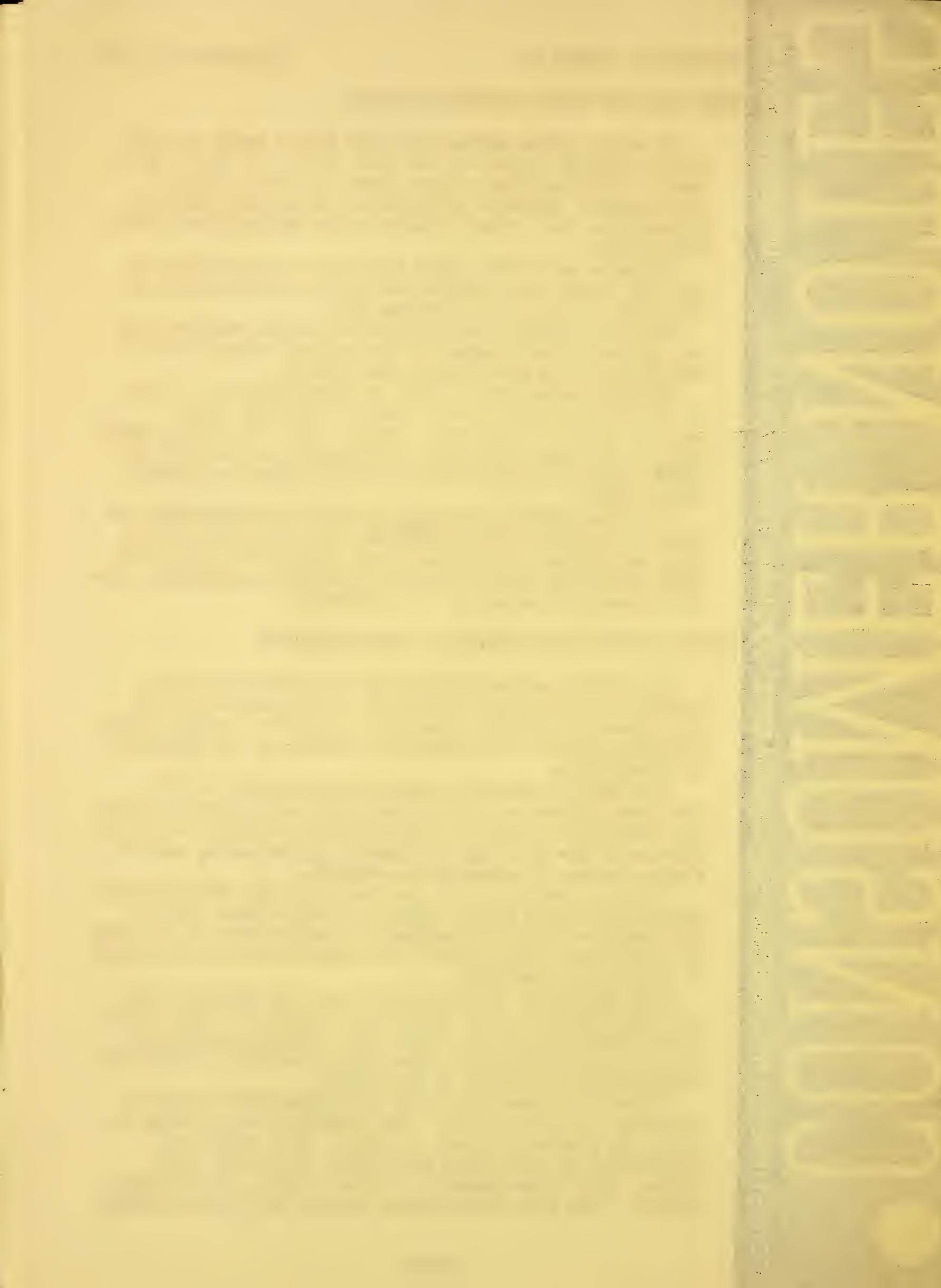
"The Surplus Marketing Administration plans to have that many places set every school day of the year to bring hot healthful lunches to undernourished children in all 48 States, in the District of Columbia, Puerto Rico, and the Virgin Islands," announces the Counsel.

"It's all wrong to have too much food and weak children growing up almost within eyeshot of each other. That's why Congress told the Department of Agriculture to go ahead and spend some money buying food surpluses and getting them to people who need them.

"The Department of Agriculture buys the surplus foods and ships them to State authorities who parcel them out to local communities. Any school that makes an application can get surplus foods for free school lunches if there are undernourished children in the school.

"Sometimes these foods must be supplemented to make a balanced, nourishing diet. The community must arrange to start the program and keep it going. That takes the cooperation of both local government bodies and civic bodies, like trade unions, or women's clubs, or fraternal groups. Last year this program brought 100 million pounds

(MORE)



September 23, 1940

-2-

of surplus foods alone to youngsters in 43,000 schools in the country.

"The underfed and malnourished children in your town or city can get their share of these foods if you work for a lunch program. A letter is all that is needed to start the wheels rolling. Write the Director of School Lunches, Surplus Marketing Administration, Department of Agriculture, Washington, D. C., for information concerning Federal participation in the plan. Then drop a card to Consumers' Counsel Division, Department of Agriculture, Washington, D. C., for a free bulletin on how to get a free lunch plan organized. Simply ask for the 'bulletin on school lunches.'"

ON THE AIR

Harriet Elliott, Consumer Commissioner of the National Defense Advisory Commission, will be heard in the regular broadcast of Consumer Time, Saturday morning, September 28, at 11 A.M., Eastern Standard Time.

Miss Elliott, one of the Nation's outstanding consumer representatives, will take part in the radio dramatization of the forthcoming special issue of CONSUMERS' GUIDE, entitled "Food and Defense."

The special issue will point out the needs for adequate diets and food supplies for the 45 million Americans "below the safety line." It will show how solution of this problem is one of the most important objectives of the national defense program.

High-lighting the broadcast will be excerpts from the special issue describing the situation as it exists today and what measures are being taken to improve the diets and health of all Americans. Listeners-in will be told how they can get free copies of the issue.

"Consumer Time" is a regular sustaining program of the red network of the National Broadcasting Company. It is broadcast every week under the joint sponsorship of the General Federation of Women's Clubs, and the Consumers' Counsel Division of the Department of Agriculture.

#

CONSUMER NOTE

CLIP SHEET ISSUED WEEKLY BY CONSUMERS' COUNSEL DIVISION, A.A.A. WASHINGTON, D.C.

VOLUME III, No. 21



SEPTEMBER 30, 1940.

(NOTE: The September 23, issue of CONSUMER NOTES should have been Volume III, No. 20, instead of Volume III, No. 23. Please change the number on file copy.)

HOW DECATUR HOUSEWIVES GOT GOVERNMENT-GRADED MEAT

How Decatur, Illinois, consumers got their local markets to sell Government-graded meats is a story of smart consumer action, reports CONSUMERS' GUIDE, publication of the Consumers' Counsel Division, U. S. Department of Agriculture.

"It all started after a member of a local women's club had visited Seattle, Washington, where quality grading of meat is required by law. That law helped consumers shop more efficiently and helped farmers to get fairer prices for meat.

"Back in Decatur the club member lost no time in tellin' consumers about Government meat grades. Word went out to members of the Macon County Home Bureau Units, that is, farm wives in clubs working with the Extension Service. Homemaking classes conducted by the Parent-Teacher Association of Decatur were told about grades. From Chicago came Federal meat graders to explain how meat is graded. Speakers from the University of Illinois, under the auspices of Decatur organizations explained the whys and wherefores of meat grading. Out over the air went a program on meat grading with a consumer putting questions to an expert brought down from the University of Illinois.

"Demonstrations were staged to show the need for Government grades. Meat bought from different stores was graded in front of consumers. Price, this demonstration revealed varied with little relationship to quality.

"When a local store put in a consignment of Government-graded meat, women flocked to the market and bought out the meat before the owner of the store could catch his breath.

"'If that's the way people feel about Government-graded meat,' the butcher said, 'then I'm going to sell it.'

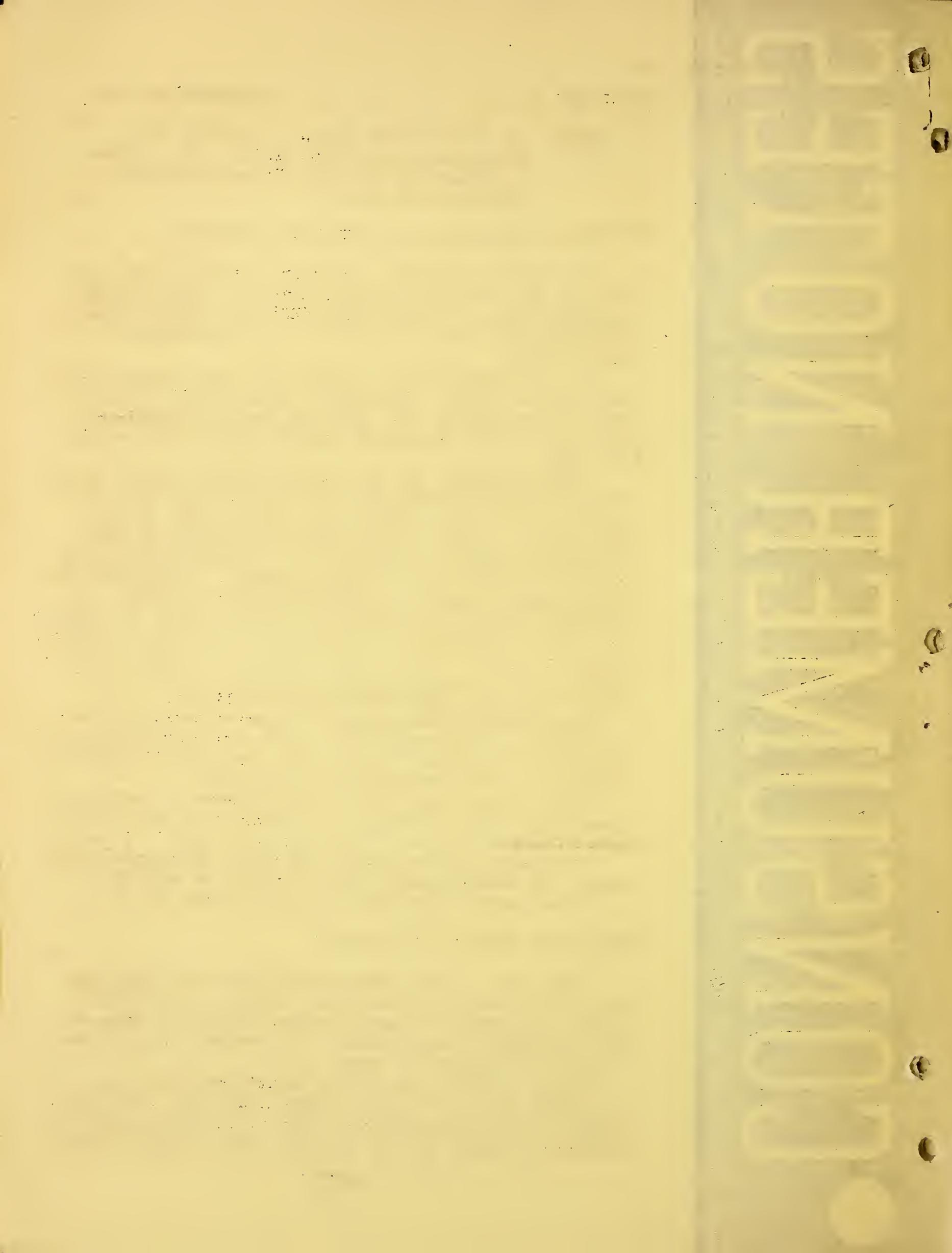
"Other markets soon began to get the idea, too."

CHECKS ON AN INNERSPRING MATTRESS

"Press down on the mattress with both your hands when you buy an innerspring mattress," advises the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the Department of Agriculture. "If you can feel the springs through the padding, be wary.

"Inner springs, used to give mattresses resiliency, must be padded over, on the top, bottom, and sides. This padding in some mattresses may be hair, in others a cheaper material of sisal (a kind of hemp), then a layer of hair,

(MORE)



September 30, 1940

-2-

or cotton and hair, or, in the most expensive kinds, hair, with a layer of lamb's wool. The label should tell you what the padding is.

"Some innerspring coils are inclosed in a cloth pocket and put into the mattress separately. In the other kind, coils are bound together into one huge spring by horizontal spiral wires.

"How many individual coils a mattress should have to be comfortable and serviceable depends upon which type of spring the mattress contains, upon how many turns are taken in the coils, and whether or not the wire is high quality, tempered steel wire. Where the springs are packed separately, many more springs are necessary than in the mattress which is made of coiled springs bound together.

"The number of coils in a mattress is quoted in stores on the basis of standard double bed size mattresses. Thus, a mattress for a single bed may be described as containing (say) 744 coils per double bed in the case of the individually packed coil spring, and (perhaps) 234 coils in the spring unit that does not use the individually packed coils.

"When the Federal Government buys mattresses, it specifies the type of wire it believes should be used in inner-spring mattresses, and the number of coils it feels should be used in each type of mattress. Interested consumers can get a copy of this specification by sending 5 cents in cash to the Superintendent of Documents, Washington, D. C. Ask for Federal Specification VM-96."

ON THE AIR

Tune in to "Consumer Time" on Saturday, October 5, if you want scientific tips on how to do an efficient job of your fall house cleaning. The program, under the joint sponsorship of the Consumers' Counsel Division of the Department of Agriculture, and the General Federation of Women's Clubs, will go on the air at 12 noon, Eastern Standard Time, over the Red Network of the National Broadcasting Company.

Consumer reporters will bring listeners advice of Department of Agriculture experts on how to get the drudgery out of house cleaning. They will tell both how to do the job better and with a minimum of time from your schedule given over to the task.

Also on the broadcast will be a complete report on how the food stamp plan, through which needy families get surplus farm commodities, is getting along in cities, towns, and villages all over the country. Fact-finders will tell the number of families now receiving the benefits of the plan, the amounts and kinds of foods they are getting, and plans for extension of the plan during the coming year.

"Consumer Time" is a regular sustaining feature of the National Broadcasting Company. Drop a card to the Consumers' Counsel Division, Department of Agriculture, Washington, D.C. if you want to know the call letters of the station nearest you to which the program is made available.

#

CONSUMER'S COUNSEL

CLIP SHEET ISSUED WEEKLY BY CONSUMERS' COUNSEL DIVISION, A.A.A. WASHINGTON, D.C.

VOLUME III, NUMBER 22

"WE ARE NOT STRONG ENOUGH NOW"



October 7, 1940

"Forty-five million of us live below the safety line because we do not get the food we need . . . below the safety line because some of us don't earn enough, because some of us don't know the foods we need, because some of us with land don't grow food for our families, because some of us don't care enough."

So writes the CONSUMERS' GUIDE in its special "Food and National Defense" issue, prepared by the Consumers' Counsel Division of the U. S. Department of Agriculture, and issued by the Consumer Commissioner of the National Defense Advisory Commission.

"There's danger below the safety line," warns the GUIDE "Below the safety line means bodies that tire too easily, bodies with minds that are slow to think, bodies too weak to fight disease.

"This is a job for a nation of people, and in it there is work for you.

"With your neighbors: You can get a municipal radio market news service started in your city, so household buyers will know what foods are good buys and cheap each day.

"You can start a school lunch program in your city, and see that every school child has at least one well-balanced and adequate meal each day.

"You can work for low cost ways of selling milk and fruits and vegetables so that those who have to pinch can buy a greater abundance of them.

"You can set up diet clinics where families can bring their food-buying problems and talk them over with experts in nutrition and consumer buying.

"By yourself: You can support the Food Stamp Plan, now in 150 cities; help needy families to use and understand it; encourage merchants to sell surplus foods at lowest price.

"You can learn, if you have land, how to grow the foods you cannot buy, preserve the foods you cannot immediately use, and plan for balanced meals throughout the year.

"You can urge your merchants to sell Government-graded foods, and urge consumers to buy by grade so they will get the quality they want for the money they can spend.

"You can know what your local, State and National Governments are doing to help get safe meals to more people."

PUTTING THE "POP" INTO POPCORN

If you have a batch of popcorn that has lost its pop, give it a drink.

That's the advice of experts at the New York Experiment Station, who explain that popcorn pops when moisture in the kernel turns to steam, and causes a steam explosion.

(MORE)

28 AUGUST 1943

28

28

28 AUGUST 1943

28 AUGUST 1943

October 7, 1940

- 2 -

But when the popcorn dries out, then there is nothing to make it pop. In that case do this:

Put 2 pounds of corn into a 3-quart fruit jar. Add 2 to 5 tablespoons of water, depending on how dry the corn is. If only a third of the kernels pop, you will need 5 tablespoons. If two-thirds pop, only 2 tablespoons are necessary.

Then put on the jar-rubber and cover, clamp the cover down tightly, and shake the jar well. Let the jar stand 2 days or so, and the popcorn will be as good as new.

If you have large quantities of popcorn on hand, storing it in a cool, damp place will also restore moisture content.

Corn will pop better if you heat the popper first, and add fat and salt to the corn before putting it over the heat.

GET THE RIGHT FURNITURE DIMENSIONS

"Generally, furniture that meets the measurements of the person 5 feet 8 inches tall will be comfortable for the majority," says the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the Department of Agriculture. "For the extremely tall or extremely short person, odd sizes can be purchased.

"Chairs for grown-ups should be about 18 inches from floor to seat bottom, and 19 inches deep, from front to rear. This can be stretched to 24 inches in the case of the heavily cushioned chair. A slight downward slant from front to back of about 3/8 of an inch adds to comfort. Back of the chair should be 17 to 19 inches from seat to top, while the arms should be 7 inches above the seat. 'Rake' of the chair -- the distance from the rear of the seat to the point where the back curves outward the furthest, should be about 4 inches.

"Desk tops for writing should be about 30 to 31 inches from the floor; for typing, about 24 inches. Kitchen and dining room tables can be 33 to 35 inches high. End tables serve most needs when they are 25 inches high.

"Furniture pieces built closer than 6 inches to the floor -- unless they rest full-flush on the floor -- will inevitably be dust and dirt collectors."

ON THE AIR

Coal -- how to buy it and how to burn it -- will be the subject of "Consumer Time" during its weekly radio broadcast on Saturday morning, October 12, at 12 noon, Eastern Standard Time.

Consumer Time, weekly radio program under the joint auspices of the Consumers' Counsel Division of the Department of Agriculture and the General Federation of Women's Clubs, is heard over the Red Network of the National Broadcasting Company.

Listen in this week if you want science-proven facts on how you should select your winter supply of coal and how you can use it most efficiently.

#

CONSUMERS' GUIDE

CLIP SHEET ISSUED WEEKLY BY CONSUMERS' COUNSEL DIVISION, A.A.A. . . WASHINGTON, D.C.

VOLUME III, NUMBER 23

TOWARD BIGGER FOOD SUPPLIES

OCTOBER 14, 1940.



"If everyone in the country were choosing and buying what our nutrition experts call a good diet, we would need 20 percent more milk, 15 percent more butter, 35 percent more eggs, 70 percent more tomatoes, oranges, grapefruit, and 100 percent more vegetables of the leafy, green or yellow kind," Donald E. Montgomery, Consumers' Counsel of the U. S. Department of Agriculture, said in a recent radio broadcast.

"Right now, if farmers were to produce these additional quantities of body-building, health-protecting foods, they wouldn't be able to sell them at a fair price. That's because these consumers are not fully employed in industry and trade, producing the goods and services which they and all of us need and want. When they are employed and have the money, we can be sure agriculture will have the resources in land and man and machine power to produce all we can use, and at the same time conserve our soil and provide reserve supplies against bad years.

"Meanwhile, however, we have surplus farm supplies of some foods and insufficient food supplies for some consumers. Foods that are surplus because farmers can't sell them and consumers can't buy them. That's why the Department of Agriculture is helping consumers to buy extra foods out of farmers' surplus stocks."

LOOK BEFORE YOU BUY APPLES

Fall time means apple time, but to get the most out of this nutritious fruit, you have to know how to spot a winner. Here are tips from CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the Department of Agriculture, to help you get best values both for eating and for cooking.

"Getting flavorful apples -- which, after all, is what most consumers are after when they buy this fruit for eating -- means spotting the apples that are fully ripe, firm, and without defects," says the GUIDE. "Flavor also depends to a certain extent on the variety of the apple. Immature apples are good for cooking, but not if you want good flavor in an eating apple. You can tell an immature apple by its poor color. If unripe apples are stored for any length of time, they may soon look shriveled.

"At the other end of the apple scale is the overripe apple. These 'give' when pressed, have soft mealy flesh, and lack the snap and crispness that characterize a good eating apple.

"Apples on the market from December through the winter and spring may develop 'scald' or brown spots caused by gases given off during storage or while the apples are in transport. Such brown spots are danger signs, meaning poor quality.

(MORE)

October 14, 1940.

-2-

"Don't buy apples with mealy or brown flesh. You can spot these defects by apples that feel soft or look bruised. As the apple season moves into the winter months, this defect becomes more common when storage is not carefully provided.

"Apples that have been frozen or bruised soon turn brown, and their skins take on a leathery look. A mild freeze may not injure the apple's eating quality, but it will damage its keeping quality."

FOOD FALLACIES EXPOSED

Are you one of those faddists who swear raw eggs are more easily digested than cooked eggs? Or do you belong to the skim-milk-is-fattening school of thought? Or do you think that black coffee without cream and sugar is more stimulating than coffee with cream and sugar?

If you believe any of these food superstitions, cross them off the list, advises the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the Department of Agriculture. Each is fallacious.

"Skim milk, for example, is a boon for people who turn white at the thought of calories," says the GUIDE. It is low in calorie content but extremely high in food value. It is rich in calcium and phosphorus. It is an excellent source of Vitamin G (riboflavin), and it is a good protein food. Buttermilk has the same qualities, incidentally, and so does dry skim milk.

"About black coffee versus light coffee, the experts say that the caffeine, which provides the stimulant in coffee, is not affected by sugar or cream.

"Then on the question of the raw egg fallacy, the experts report that raw eggs are not more digestible than cooked eggs. In fact, it's quite the reverse. Soft, or properly prepared hard-cooked eggs are more digestible than raw eggs."

ON THE AIR

How to buy a washing machine will be the topic of discussion on CONSUMER TIME, weekly consumer broadcast which goes on the air Saturday, October 19, at 11:15 A.M., E.S.T.

The program, under the joint auspices of the Consumers' Counsel Division of the Department of Agriculture and the General Federation of Women's Clubs, features consumer reporters who tell listeners results of their research in government offices and laboratories.

Washing machine buyers should tune in on October 19, if they want a few practical hints on what they should look for before they decide on a purchase.

CONSUMER TIME is a regular sustaining program heard over the Red Network of the National Broadcasting Company.

CONSUMERS' GUIDE

CLIP SHEET ISSUED WEEKLY BY CONSUMERS' COUNSEL DIVISION, A.A.A. . . WASHINGTON, D.C.

VOLUME III, NUMBER 24



OCTOBER 21, 1940.

HOW MUCH MILK DO YOU BUY?

Consumers' Counsel of the Department of Agriculture recently asked radio listeners to tell him all the prices at which milk is sold in their cities. Many consumers responded. Here are some of the ways consumers are saving on their milk bills.

One woman from a city in Ohio wrote: "In grocery stores and delicatessen stores milk is 11 cents a quart... one cent less than delivered. And there is one store where one may buy a gallon for 34 cents. We formerly used very little milk, perhaps only 3 quarts a week. Now we purchase it by the gallon every second day for our 13-months old son. This way we have a quart for him each day and one for us each day which is 4 quarts every 2 days at practically the price of just 3 quarts."

A member of a Consumer-Farmer milk cooperative in Brooklyn, N. Y., said: "I pay 11 cents a quart from the cooperative. I save 4 cents on 2 quarts. I also receive cash dividends based on the amount of milk I purchase."

And from another Ohio housewife came this description of a plan in Akron: "Milk is sold by all the dealers for 25 cents a gallon, cash and carry. The price is only 27 cents delivered to your home. While all this was started by one of the local dealers, the demand was so great for a gallon of milk at 25 cents, the sale of milk jumped up some 35 percent in a very short time. Eventually all milk dealers were compelled to sell milk at this price." If milk is sold at different prices in your community, write to the Consumers' Counsel, U. S. Department of Agriculture, Washington, D. C., and tell him about them.

"The main idea in back of this question is to see how people can get milk into homes more cheaply," says the Consumers' Counsel. "These letters show that when milk is cheaper, people will use more."

TRICKS ON KEEPING FLOORS CLEAN

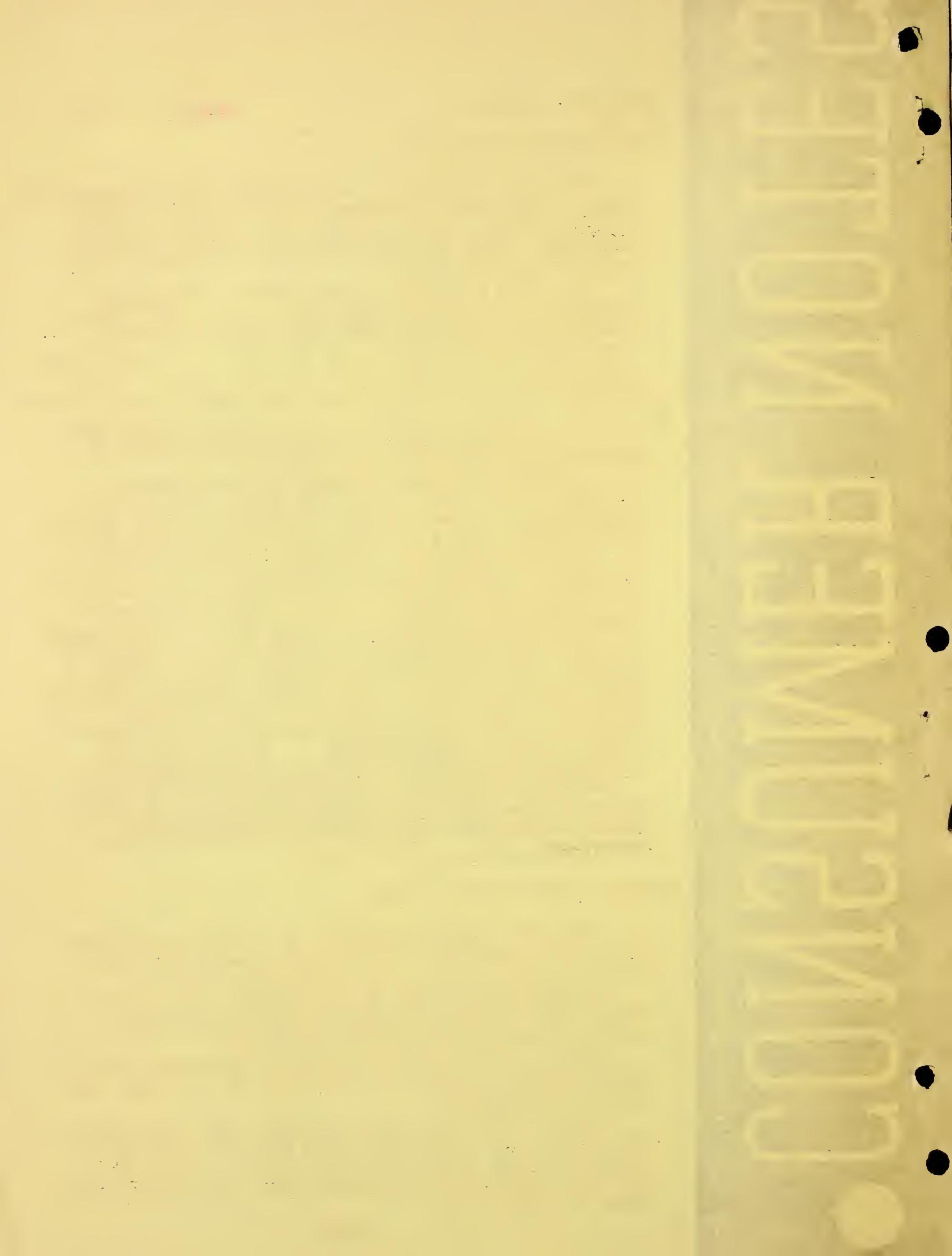
CONSUMERS' GUIDE, publication of the Consumers' Counsel of the Department of Agriculture gives these hints on how to keep a shine on a well-finished floor:

"To keep floors clean between waxings, use a soft cotton floor mop barely dampened with a mixture of 3 parts kerosene and 1 part paraffin oil.

"When a spot of dirt on your floor stubbornly resists simple mopping, go after it with a pad of fine steel wool dipped in turpentine.

"If the finish is a floor seal, you will occasionally come across gray spots which have been caused by water allowed to stand on the floor for a time. Sandpaper the spot away, patch it up with floor seal, and buff it smooth again with steel wool.

(MORE)



OCTOBER 21, 1940.

-2-

"Varnish ordinarily will not spot with water scars. But when it gets very dirty, it requires rather drastic action. Liquid varnish remover is first applied to the sore spot, then it is sand papered, the spot is dusted clean, and finally floor varnish is applied to the wound.

"Shellac finishes may be cleaned with steel wool that has been saturated with clean turpentine. Water spots will come out if rubbed lightly with a soft cloth that has been moistened in a half-and-half mixture of denatured alcohol and water."

ON THE AIR

Do you know what meat cuts are cheapest, whether they have less food value than more expensive cuts, how they should be cooked to make them tasty and appetizing?

Tune in to CONSUMER TIME on Saturday, October 26, at 11:15 A.M., and you will get the answers of Government experts to these queries. Consumer reporters will tell what they found when they set out to discover all there is to know about low-cost meat cuts.

Also on the program will be a report on gloves, how to buy them, what to look for, how to care for them.

CONSUMER TIME is intended to help you spend your dollar wisely by bringing to listeners expert advice on their everyday buying problems. The program also features a weekly honor roll telling what consumers throughout the country are doing both in organized groups and individually to improve their buying power.

The program, a weekly feature of the Red Network of the National Broadcasting Company, is sponsored jointly by the General Federation of Women's Clubs and the Consumers' Counsel Division of the U. S. Department of Agriculture.

#4

CONSUMER NOTEBOOK

CLIP SHEET ISSUED WEEKLY BY CONSUMERS' COUNSEL DIVISION, A.A.A. . . WASHINGTON, D.C.

VOLUME III, NUMBER 25

NOV 2-1940

OCTOBER 28, 1940.

HEALTHY PEOPLE AND NATIONAL DEFENSE

Miss Harriet Elliott, Consumer Commissioner, National Defense Advisory Commission, gives this message to consumers in the special defense issue of the **CONSUMERS' GUIDE**, publication of the Consumers' Counsel Division of the Department of Agriculture:

"We have a job to do. You, and I, and everyone. Our job is this: To make America strong.

"We have our lands to hold, our waters to protect, our skies to guard. We have these, but we have more. We have people.

"We are rich in people. People who love and cherish our lands. People who know how and want to work. People who have deep faith that here we have the greatest chance for life, and liberty, and the pursuit of happiness. People who know the fight for these is never won until it is won for everybody.

"Defense is planes and guns. It is equipping an army to man our military weapons. It is this, and more. It is building the health, the physical fitness, the social well-being of all our people, and doing it the democratic way. Hungry people, undernourished people, ill people, do not make for strong defense.

"This, then, is our job, not all of it, but a vital part: Let us make every American strong, stronger than ever before, sturdier in body, steadier in nerves, surer in living."

POINTERS ON ELECTRIC IRONS

When you buy an electric iron, check construction and finish as well as price, advise research experts of the U.S. Department of Agriculture.

One way to be sure the iron is safe from fire and shock hazard is to look for the approval label of the Fire Underwriters' Laboratories, a non-profit, safety-testing organization. If the label is not on the iron, see if the iron is listed in the organization's publication indicating approved appliances.

Here are other points to check:

Sole Plate: The sole plate should be a smooth plane surface. For general purposes, an ironing surface of 25 square inches is sufficient. If your laundry consists of large pieces, you may need a larger iron; if you do only small pieces at home, a smaller iron can be used.

Shape: A narrow point and tapering sides with beveled edges ease the job of ironing around buttons and in gathers. Rounded corners on the back help prevent wrinkles.

Weight: Should be evenly distributed. Light-weight irons are easy to handle and give good results, if proper temperature is maintained, with the right amount of moisture in the fabric, and a proper padding on the board.

(MORE)



October 28, 1940

Wattage: Irons of 800 to 1000 watts heat speedily and maintain suitable temperatures for all kinds of work.

Temperature control: A thermostat control adds cost, but helps maintain proper heat, automatically controls current, generally makes for better ironing results. Temperature indicators are not accurate enough to be wholly reliable.

Handle: Best materials are hardwood, molded rubber, cork, and composition. Look for a large handle that does not allow the hand to close completely around it and is longer than the palm. Insulation between the handle and iron prevents the handle getting hot.

Finish: Chromium does not tarnish, nickel may tarnish or become discolored when overheated, while a thin plating of nickel may peel.

Cord: Should be tested and banded by Underwriters' Laboratories. A gilt band indicates best quality, a red band lower quality.

ON THE AIR

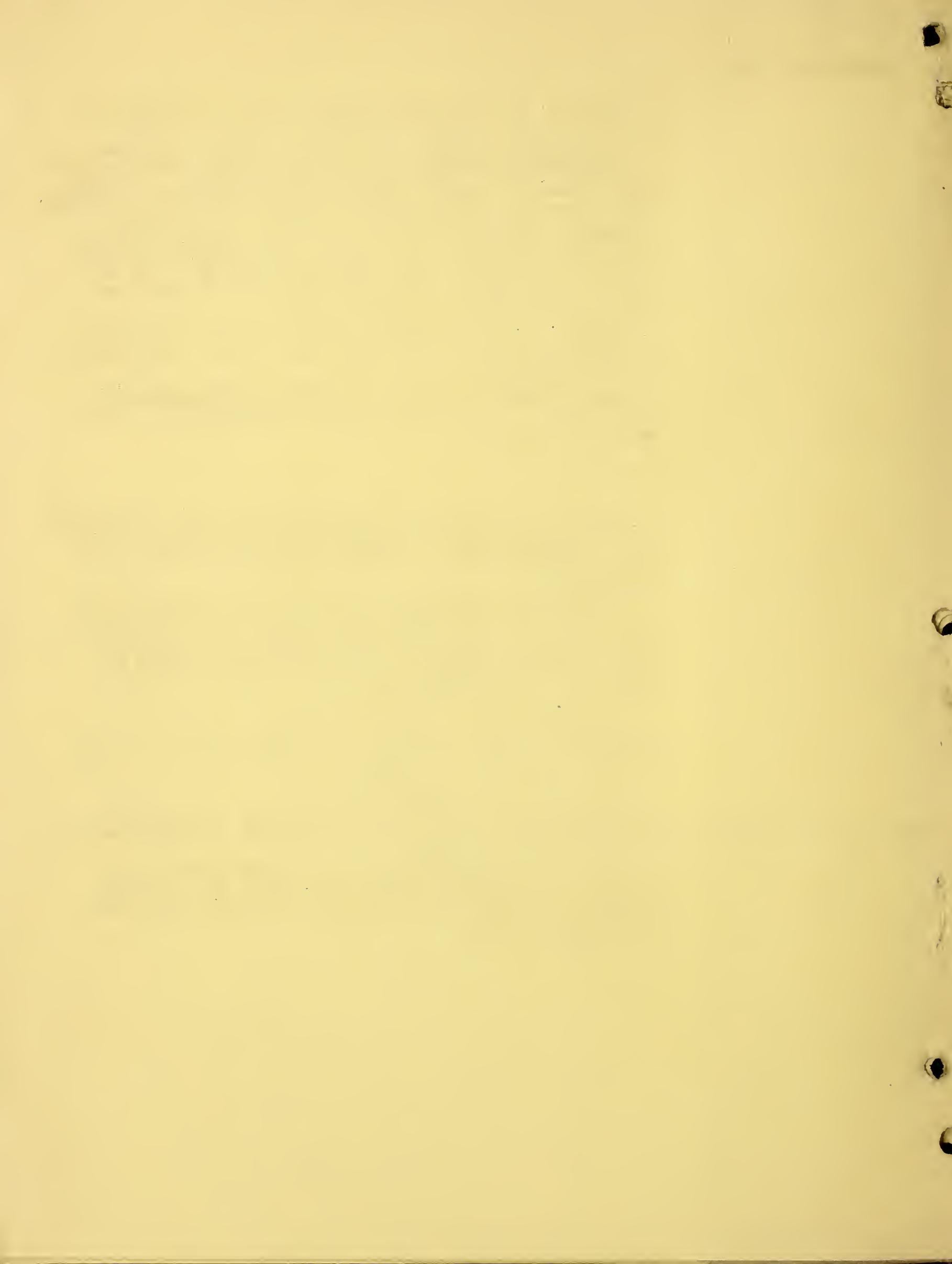
Thanksgiving turkeys, and warm blankets for a cold winter will be the subjects to be aired during the regular broadcast of CONSUMER TIME on Saturday morning, November 2, at 11:15 A.M.

CONSUMER TIME, sponsored jointly by the General Federation of Women's Clubs and the Consumers' Counsel Division of the Department of Agriculture, brings buying tips and other consumer information to a Nationwide audience of consumers. It is heard each week over the Red Network of the National Broadcasting Company.

On the November 2 broadcast consumer reporters from the Department of Agriculture will tell what to look for when you buy a blanket . . . size, materials, weave, and other factors that go into blanket quality.

Turkey tips will include facts on what a good turkey should look like, and how you can be sure of getting one that is tender and tasty.

Also on the program will be the announcement of the "Consumer Honor Roll" of the week, naming the consumer individual or group that has done outstanding work along the consumer front.



CONSUMER NOTEBOOK

CLIP SHEET ISSUED WEEKLY BY CONSUMERS' COUNSEL DIVISION, A.A.A. . . WASHINGTON, D.C.

VOLUME III, NUMBER 26

NOV 2-1940

November 4, 1940

ADEQUATE DIETS FOR ADEQUATE DEFENSE

"Adequate diets for civilians are quite as important as adequate arms for soldiers," declared Milo Perkins, Director of Marketing of the Department of Agriculture, in a recent address. "It is estimated that 45 million of our population are living below the danger line so far as nutrition is concerned. That's a national disgrace in a land bulging with foodstuffs. Fortunately, we're moving forward to correct it, and we're succeeding because of the united effort behind the various programs to use our surpluses in such a way as to build up health standards..."

"There are 80 million persons in this land of plenty who get along somehow on an average cash income of only \$69 a month for a whole family. Approximately 20,000,000 persons getting public aid were eating on an average of 5 cents a meal until the Food Stamp Plan came along and added another 2-1/2 cents a meal to the food budget for about a fourth of them. Even that amount is less than a third as much as the United States Army allows for its meals of plain and wholesome food, however. Nevertheless, it's 50 percent more than these folks had before and that helps a lot. As a very minimum, the stamp plan should be expanded to include the other three-fourths of the people who are eligible to participate..."

"When the Food Stamp Plan is extended to 5,000,000 needy persons whom we hope to reach by Christmas, it will mean a new annual market even on this limited basis for over 60 million pounds of butter, over 60 million dozen eggs, and probably more than 200 million pounds of pork products, to say nothing of additional trainloads of fruits and vegetables..."

"The 65 percent of our families living on an average of \$69 a month need twice that much income for a minimum standard of living. The unsatisfied wants of two-thirds of our people make up the greatest new market that has ever loomed before our business men and farmers. It's right in our own backyard. We've got to use some imagination and find ways to build a more industrious, and therefore a more prosperous America."

A GLOVE TO FIT THE PRICE

Gloves that fit tight will not keep your hands very warm, and they won't wear very well. Tight gloves burst their seams, and can hinder circulation. Buy those that fit comfortably but not too snug.

"You can tell good glove leather by feeling it," informs the Consumers' Counsel Division of the U. S. Department of Agriculture.

"It should be 'alive' and soft and pliable, and should have a feeling of body when you squeeze it. These features are more important than thickness in judging leather quality.

"Gloves last longer with proper care. Never wash leather gloves, unless the label plainly states they are washable.

November 4, 1940.

-2-

Even then you will have to replace some of the oil and fat removed by washing to prevent the leather from becoming hard and stiff. There are some gloves that can be washed safely, however, but don't try it unless the label gives full directions.

"Never dry gloves fast, and keep wet gloves away from hot spots, such as radiators.

"Best gloves are usually table cut, or hand made, but most gloves are pattern or machine cut. Whether hand or machine made, look for seams finished on the outside, and wide enough so they won't pull out easily."

REMOVING WAX FROM FURNITURE AND RUGS

Wax on the rug or polished pieces of furniture will come off in no time at all if you give it the right treatment.

Experts in the Department of Agriculture recommend that you use gasoline to remove wax spots on a table or other polished surface. Gasoline quickly dissolves wax, and will not injure the finish of the wood.

Another method is to chill the wax by putting a small piece of ice on it for a few minutes. When wax becomes cold, it hardens, and you can push it off with your finger nail.

On a rug, the process is slightly more involved. First get off as much of the wax as you can with a spoon or other dull instrument -- but don't use anything sharp that might injure the rug. Then put sheets of clean white blotting paper both under and over the spot, and press with a warm iron. This will melt the wax which will be absorbed by the blotting paper.

ON THE AIR

Listen in to CONSUMER TIME, weekly radio broadcast on Saturday morning, November 9, at 11:15 A.M., Eastern Standard Time, for consumer facts on how to buy men's shirts, and Federal grades for canned goods.

Consumer reporters from the Department of Agriculture will broadcast information for consumers on what to look for to tell quality and durability in men's shirts. You will learn what seams are best, how to tell a well-made sleeve, how many pleats there should be on the back.

On canned goods grades there will be latest reports on what the Federal Government is doing to help consumers know what quality they get when they buy canned products. Listeners will be told what the grades are, what foods they appear on, and what they mean.

CONSUMER TIME is broadcast every week over the Red Network of the National Broadcasting Company. It is sponsored jointly by the Consumers' Counsel Division of the Department of Agriculture, and the General Federation of Women's Clubs.

CONSUMERS' GUIDE

CLIP SHEET ISSUED WEEKLY BY CONSUMERS' COUNSEL DIVISION, A.A.A. . . . WASHINGTON, D.C.

NOV 6-1940
VOLUME III, No. 27

NOVEMBER 11, 1940.

BRINGING MILK WITHIN POCKETBOOK DISTANCE

There are many people not reconciled to the fact that all human beings can't afford to buy the milk they need for a healthy diet. "One step forward from this condition, however, is being taken with the 5-cent milk program," reports the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division, U. S. Department of Agriculture.

"Nickel milk is one plan by which the U. S. Department of Agriculture, in cooperation with local agencies and farmers, arranges for milk to be sold or given to needy families at a price they can afford or the community can finance.

"Another step forward in the same direction by a different path has been taken in St. Louis, Missouri. There milk is sold not only in quart bottles but also in half gallons and gallons, and consumers who buy the bigger quantities save on each quart. A gallon of milk delivered to a home costs 42 cents; 4 quarts in separate bottles would cost 50 cents. Stores sell milk in half-gallon bottles at 20 or 21 cents; the same amount of milk sold in quart bottles would cost 22 to 24 cents. Still another saving is offered consumers who take the time and trouble to go to the dairy plants. There milk sells for even less. Not only is the cost per quart between one and 2 cents less per quart, but families who buy a half gallon get it for 18 cents or a gallon for 35 cents.

"What St. Louis is doing, other cities could do to bring milk--with its minerals and vitamins--within closer pocketbook distance."

STUFFINGS FOR FURNITURE

"There are many different types of stuffing used in furniture, and in some States consumers find the kind and percentage of each stated on the label because some State laws say those facts must be there," writes the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the Department of Agriculture. "Such laws are to prevent consumers from getting insanitary or used filling.

"Best quality furniture has stuffing of long, curled horsehair. Medium grades have Spanish moss, or cheaper grades of cattle hair, or a combination of moss and hair. In the lowest grades are palm-leaf fiber, sisal, coco fiber, tow, and excelsior. The fillings rank in about that order for resilience, comfort, and wearing qualities.

"If the label doesn't tell you what fillings are in the furniture, be sure you get the information from the salesman and have it listed on your sales slip.

"Stuffing should be quilted or sewed to the burlap underlining to prevent its shifting and massing in one spot of the chair.

"Cushions with filling should first of all have a down-proof ticking. The label should tell you what the filling

November 11, 1940.

-2-

is. Best grades have 75 percent goose down and 25 percent small goose feathers. Cushions 100 percent down don't have as much body as those that are mixed.

"Duck, chicken, and turkey feathers are found in cushions of medium-grade furniture. They rank in that order for softness and durability. Kapok, cotton, and cotton linters go into the lowest-grade pieces. Often these tend to lump or to become powdery."

HOW TO USE GELATIN

If you soak gelatin in cold water first, you will find it will dissolve much quicker when you are ready to put it in hot water.

"Sheet and shredded gelatin must be soaked longer than the granulated type," says the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the Department of Agriculture. "Add sugar, flavorings, and seasonings after the gelatin is dissolved completely. If fruits or vegetables are to be added, they should be put into the gelatin as dry as possible and just after the gelatin has begun to congeal.

"Fresh pineapple and gelatin will not mix because an enzyme in the pineapple liquefies the gelatin. Heating the pineapple in boiling water will destroy the enzyme.

"Beating the gelatin solution after it has become thick and stiff--but not stiff enough to cause the edges to break apart--will result in a foamy mixture and will double its volume. Whipped cream or egg white should be added when the solution is at the right thickness; both a too thin and a too thick solution will result in an incomplete mixture."

ON THE AIR

CONSUMER TIME, weekly radio broadcast for consumers, goes on the air Saturday morning, November 16, at 11:15 a.m., E.S.T., with facts for lard users, and buyers of woolen fabrics.

The program, a regular weekly feature of the Red Network of the National Broadcasting Company, is sponsored jointly by the Consumers' Counsel Division of the Department of Agriculture, and the General Federation of Women's Clubs.

On the November 16, program, trained researchers will report on their findings covering the new standards for lard recently set up by the Department of Agriculture. In addition, they will tell listeners how to select lard, how to use it for different purposes, and how to keep it in the home so that it won't turn rancid.

Wool facts will include a description of the new wool labeling act recently passed by Congress, and how it affects consumers. Listen in if you want to know what the label on a woolen garment should tell you next time you buy.

CONSUMER TIME is a program for consumers and about consumers. You can learn the name of the station nearest you to which the program is made available by writing Consumers' Counsel Division, Department of Agriculture, Washington, D.C.

CONSUMER NOTE

CLIP SHEET ISSUED WEEKLY BY CONSUMERS' COUNSEL DIVISION, A.A.A. . . WASHINGTON, D.C.

VOLUME III, NUMBER 28

NOV 16 1940

NOVEMBER 18, 1940

TURKEYS FOR THANKSGIVING

Look to the size of your Thanksgiving turkey as well as its price if you want best values, declares the Consumers' Counsel Division of the U. S. Department of Agriculture. "Size of the bird has lots to do with its tenderness, how you should cook it, and how much bone compared with meat you get," says the Counsel.

"A small turkey is usually more tender than a large one but if you should buy a big bird, you can make it almost as tender by stretching its stay in the oven. Small birds should be in the oven about 3 hours, big ones, 4-1/2 hours.

"Turkeys that tip the scales at less than 12 pounds are in the small class; those 16 pounds or over fall in the classification of big birds. Small ones are usually hens, big ones are usually toms, but there is no hard and fast rule about this. Hens and toms come in both sizes.

"The larger the turkey, the more meat you get in relation to bone.

"There is no important difference in quality between hens and toms of the same weight. So if toms are cheaper in your market, don't hesitate to take advantage of this economy.

"Age also has something to do with turkey tenderness. Feel the end of the breast bone with your thumb and forefinger. If it is soft and flexible, the bird is a young one. If it is rigid and hard, the bird is generally old.

"Another way to tell quality is to press the flesh of the breast between your fingers. If you can press through to the breast bone easily, the bird is young and tender. Skin of old turkeys is coarse and loose. A young bird has soft, velvety, and tight skin.

"Finally, look for well-fleshed breasts and thighs, well-rounded bodies, a good coating of fat, and a minimum of skin blemishes and pin feathers.

"Tips on cooking turkey are found in a free bulletin of the Department of Agriculture, titled "Poultry Cooking." You can get your free copy simply by writing the Department of Agriculture, Washington, D. C.

FOOD IS STRENGTH

"America can dream that want will disappear. America can hope and live in hope that none will lack the food he needs. We can dream and hope, but we must also work.

"We can work.

"With our lands, and hands, and machines we have built greatly. We have raised from the earth buildings that soar a thousand feet. We have dammed gigantic rivers and made their waters do the work of millions. We have created cities and highways, factories and machines that are the marvel of the world.

"We have worked at many things. We must do more.

(MORE)

November 18, 1940

-2-

"We must work at this job of getting everybody a chance to earn a livelihood that includes the food he needs. We must make sure that our farmers, the most abundant producers on earth, will have the help they need to keep on raising food and saving soil. We must make our dollars buy the best and safest meals for all.

"This means work.

"We can start in our own homes. Make food do all the job it can do. Make certain each member of the family gets the food that keeps him strong and well.

"We can look at our own communities, discover where meals are poor, why they are poor, how they must be enriched.

"We can banish low incomes and waste, and abolish monopoly that chokes the flow of foods from farms to homes.

"We have the talent to do all this vigorously, persistently, and in the ways of a democratic people.

"We can make America strong by making Americans stronger."

--CONSUMERS' GUIDE, Consumers' Counsel,
U. S. Department of Agriculture.

ON THE AIR

Try these quiz questions on yourself: What's the difference between an axminster, a wilton, and a velvet rug? What do these names mean? Do rugs of the same name differ in quality?

If you want the answers, tune in to CONSUMER TIME, weekly radio broadcast intended specially for consumers, on Saturday morning, November 23, 1940, at 11:15 A.M. Consumer reporters from the U. S. Department of Agriculture will go on the air that morning with facts for rug buyers.

Not only will they tell you what rug names mean; they will also give you 8 points to look for when you buy a vacuum cleaner to keep the rug in shape. These tips are intended to help you get quality for your dollar next time you buy a cleaner.

Facts on CONSUMER TIME come from experts working in Government laboratories. They are collected by consumer reporters trained for the job.

The program is heard over the Red Network of the National Broadcasting Company. It is sponsored jointly by the Consumers' Counsel Division of the Department of Agriculture and the General Federation of Women's Clubs.

CONSUMERS' COUNSEL

NOTE

CLIP SHEET ISSUED WEEKLY BY CONSUMERS' COUNSEL DIVISION, A.A.A. . . WASHINGTON, D.C.

VOLUME III, NUMBER 29

LUNCH FOR NINE MILLION

NOV 26 1940
census
FEB 25 1941
November 25, 1940.

"Nine million undernourished children...are eligible for our free school lunches... This coming year we hope to reach 6 million of them... If we can afford several hundred dollars a year to educate a child, we can afford \$10 a year to keep that child physically fit for study. A full stomach is the best possible personal defense against fifth column poisons," says Milo Perkins, Administrator, Surplus Marketing Administration, U.S. Department of Agriculture.

If you are interested in having the undernourished children in your community get a free hot lunch every day of the school year, Federal officials are ready to cooperate in setting up a program. Write Director of School Lunch Programs, Department of Agriculture, Washington, D. C., for full information.

POINTERS ON VACUUM CLEANERS

"For less than 50 cents a month you can buy and run a 'vacuum,'" writes the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the U.S. Department of Agriculture. "When you set out to buy, you can be no surer of picking the right one than you can of getting your man in 'Blind Man's Buff.' The tips below will help you tell quality in a cleaner.

"Most cleaners depending on suction alone remove less dirt than motor-driven brush cleaners. Suction cleaners may have to be run longer than motor-driven machines to get the same results.

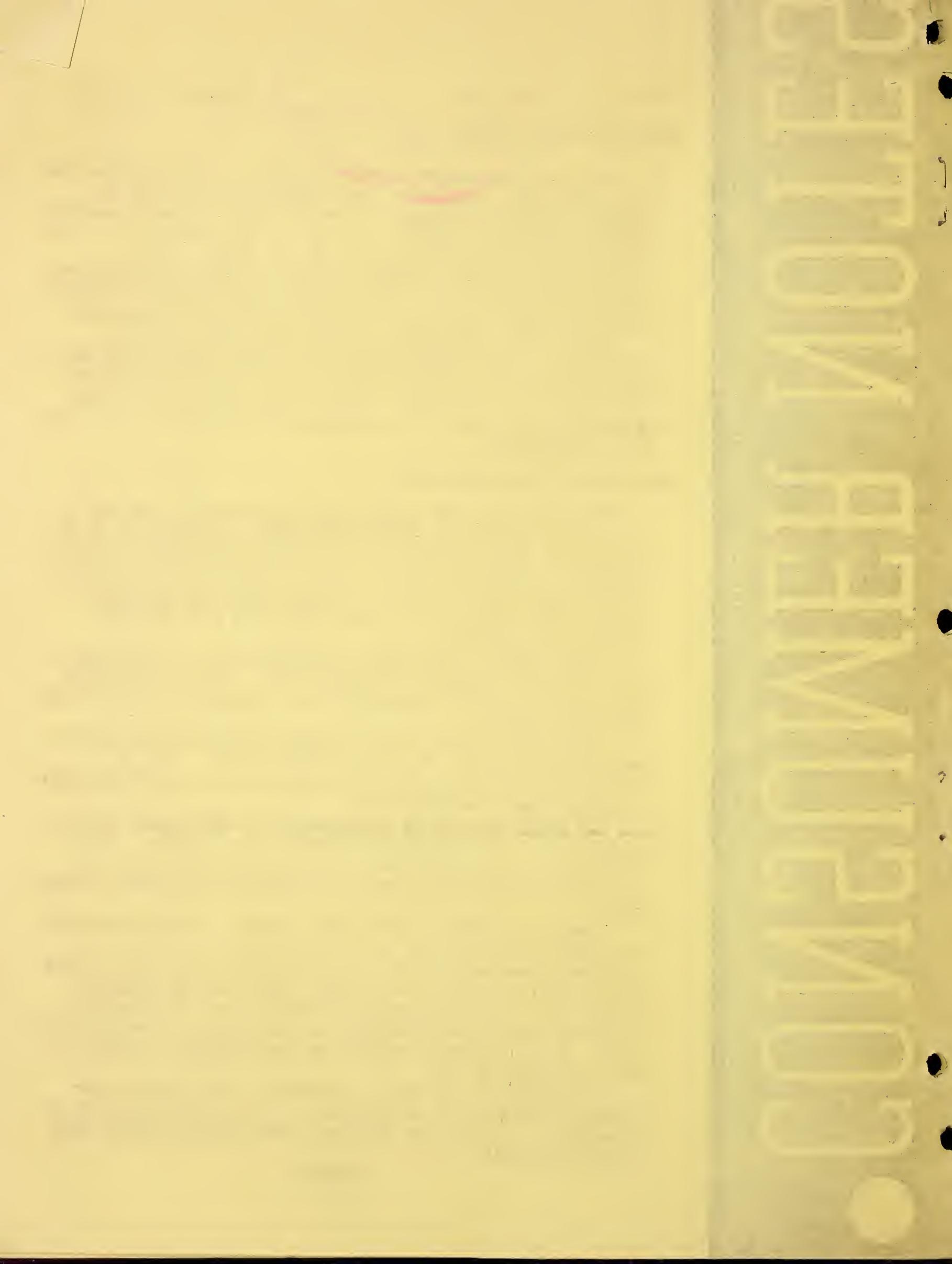
"Most motor-driven brush machines have rotating brushes which loosen dirt. Suction carries it off. Ten to 20 minutes a week are recommended for cleaning a 9x12 rug with a motor-driven brush cleaner.

"Other cleaners have steel bars or metal-tipped rubber vibrators on the cylinder in addition to brushes. These vibrate the carpet and help loosen dirt, stimulating the old-fashioned beating carpets got before the vacuum cleaner era.

"Keep your needs in mind when buying. Suction cleaners are easy to handle, are most effective when used on upholsterty, draperies, and light rugs with short pile, where dirt does not burrow too deeply. Motor-driven brush machines are considered best for heavy rugs. The beating, brushing motion helps stir up the dirt ground down in heavy pile. Once loosened, suction can more easily get hold of it, and carry it off.

"A cleaner's main job is cleaning. When considering special features and attachments -- such as humidifiers or sprayers -- be sure you will use them enough to make them worth the cost.

(MORE)



November 25, 1940

-2-

"Try the cleaner out at home before you buy. Household dirt is not like that sprinkled on by salesmen. An Underwriters' Laboratories label is insurance against electrical defects, not a guarantee of performance. Check these points: Does the nozzle adjust simply to different rug thicknesses? Does the handle raise and lower easily and stay in place at each of the 3 use heights? Is it easy to operate? Too heavy cleaners are hard to carry up and down stairs.

"Does the cleaner run quietly without too much vibration? Can it be used under most heavy pieces of furniture? Is it accompanied by a clearly stated year's guarantee, and can you get reliable, convenient repair service?

"Finally, be sure you have full instructions for caring for the cleaner, and adjusting the nozzle and other attachments."

KEEPING LAUNDRY WHITE

Cottons and linens tend to turn yellow if you let them dry when not thoroughly rinsed of soap, say Department of Agriculture experts, as reported by the Consumers' Counsel.

If clothes are very dirty or yellowed before going into the laundry, then add from 1 to 6 tablespoons of turpentine or kerosene to a boilerful of water before boiling the clothes. Of course, you will have to rinse them very thoroughly to remove all odor of the kerosene or turpentine.

Another way to whiten clothes is to add the juice of 1 or 2 lemons to a boilerful of clothes.

If you wash and rinse clothes thoroughly and regularly in hot, clear, and soft water, and then dry them in the bright sunshine, they won't need the boiling treatment to make them clean. That doesn't hold, of course, for clothes coming from a sick room of a patient with an infectious disease. These must be boiled.

Never boil woolens, silks, or rayons. Lukewarm water and mild soap is enough. That holds for colored fabrics, too, with the added caution of washing them as quickly as possible.

ON THE AIR

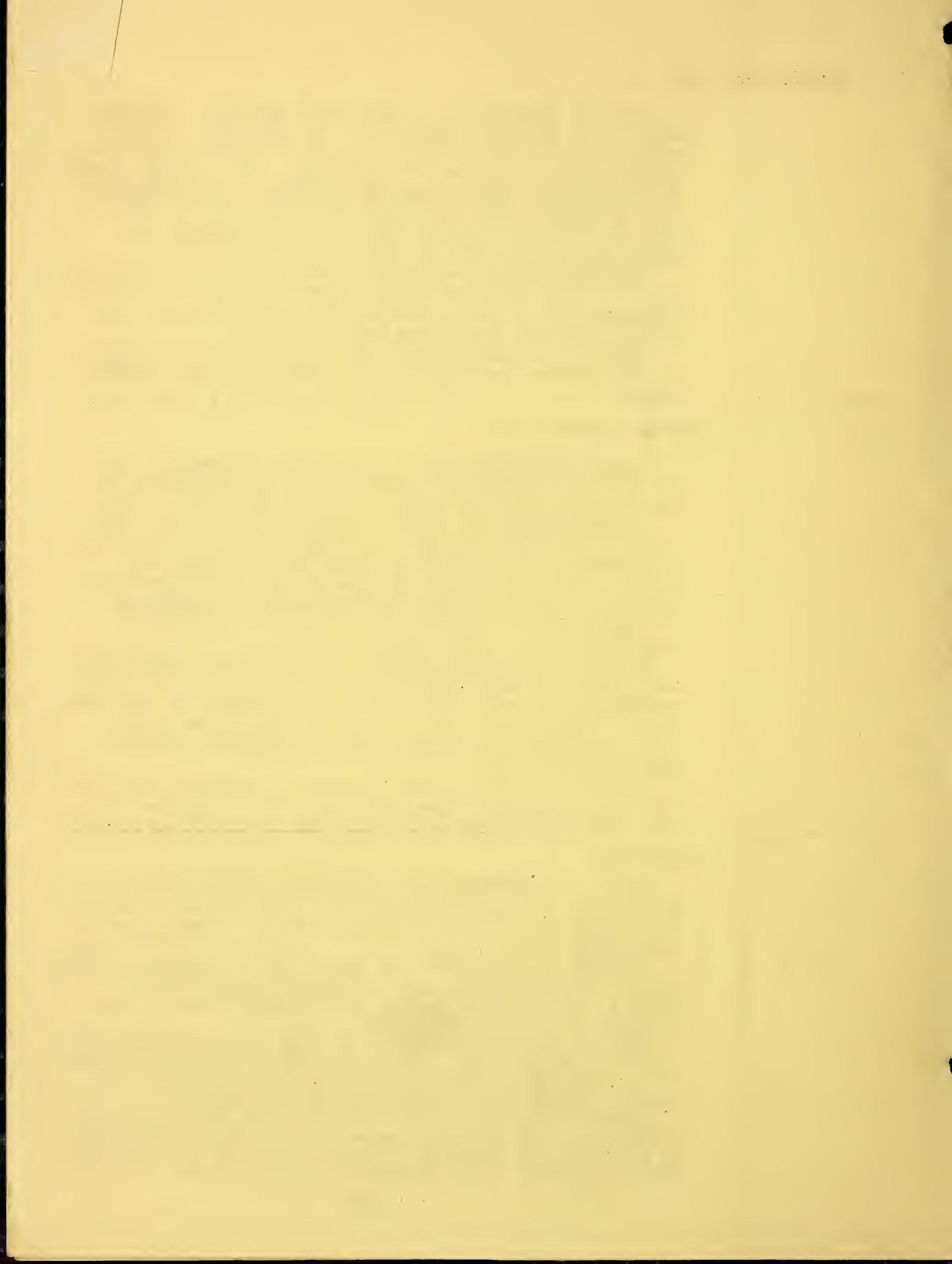
Tune in to CONSUMER TIME on Saturday morning, November 30, at 11:15 A.M., Eastern Standard Time, for reports of Government experts on how to buy apples, and how to safeguard your house against fire risks.

Consumer reporters from the Department of Agriculture will bring listeners quality tips on apples, and pointers on storing them. Simple, proven fire preventive measures in the home will also be described.

Also on the program will be the regular announcement of the Consumer Honor Roll, naming an outstanding consumer group of the week, and a statement by Donald E. Montgomery, Consumers' Counsel of the Department of Agriculture.

CONSUMER TIME is a weekly feature of the Red Network of the National Broadcasting Company. It is sponsored jointly by the General Federation of Women's Clubs and the Consumers' Counsel Division of the Department of Agriculture.

#



CONSUMERS' GUIDE

CLIP SHEET ISSUED WEEKLY BY CONSUMERS' COUNSEL DIVISION, A.A.A. . . WASHINGTON, D.C.

VOLUME III, NUMBER 30 LIBRARY M 11 28 1940 December 2, 1940.

THE FOOD STAMP PLAN IN ACTION

Five million needy Americans will be receiving surplus foods under the Food Stamp Plan before the winter is over, announces the Consumers' Counsel Division of the U. S. Department of Agriculture. One of these 5 million -- a mother with a family of 8 children -- recently told a Nationwide radio audience what the Stamp Plan has done for her in bringing nutritious and healthful foods to her family.

"For almost 3 years now, my husband's been sick and unable to get work," she said. "We have 4 boys and 4 girls. What with rent and gas and other necessary expenses we haven't been able to buy the food we need to make them healthy. I've always tried to give them the best meals I could with what we could afford. I've gone to cooking classes and nutrition classes to learn about better diets. But you have to have something to cook, if you're going to feed your family right."

"It doesn't matter so much when we older folks don't get the right things or enough to eat.... You kind of get used to it after a while. But the children can't do without nourishing food."

"It does seem strange.....that in a country where there's enough for everybody, children should go hungry."

"We've been receiving surplus foods through the Stamp Plan for 3 months. We get fresh eggs, potatoes, dried fruits and all kinds of fresh fruit and fresh vegetables... just the foods my children have always needed so much. Now I can give them meals that will build up their bodies and make them well and strong."

"Like every other mother in the world, I want my children to grow up to be healthy and happy."

"I only wish there'd been a Stamp Plan sooner."

With war choking off markets that have amounted to 800 million dollars a year for American farmers, the Stamp Plan is not only of benefit to the needy, it is helping farmers to find broader home markets to make up for the loss of exports.

SLOGAN FOR MILK: KEEP COOL!

"When milk is delivered, it should not be left uncovered on the porch or on the steps," informs the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the U. S. Department of Agriculture." A covered box should be secured to contain the milk until it is taken into the house.

"Milk should be placed in a refrigerator as soon as possible. When kept in a refrigerator at a temperature of 45 degrees, milk may be stored 3 or 4 days.

"Milk products should be kept covered and in the coolest portion of the refrigerator.

"Never mix new milk or cream with old milk or cream.

"Before opening milk bottles with the flat (unhooded) caps, wash the top of the bottle.

(MORE)

December 2, 1940

-2-

"If there is an infectious disease in your house, don't return milk bottles until you get advice on the matter from the health department."

READ STAMPS ON MEAT CAREFULLY

"Don't confuse the 'round purple stamp' of meat inspection with the grade mark when you buy beef, lamb, or veal cuts," advises the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the U. S. Department of Agriculture.

"The round purple stamp appearing over and over again on a carcass is required by Federal law to be put on all meat crossing State lines except meat slaughtered on the farm. This stamp means the meat has been inspected and passed by the U. S. Government as safe for human food when it left the inspection establishment.

"Grade marks also appear over and over again on the whole length of any beef, veal, or lamb carcass which has been officially graded for quality. They say 'U. S. Choice', 'U. S. Good,' or whatever the quality may be. These are quality designations. Unlike the sanitary inspection mark, quality marks are not required by law. Consumers who want to buy Government graded meat should ask their butcher for it.

ON THE AIR

Nobody has ever grown a Christmas tree guaranteed to be fireproof. But Department of Agriculture chemists have perfected a simple household method for making trees immune to fire when the Christmas season rolls around in a few weeks.

Reporters on CONSUMER TIME, weekly radio broadcast for and of consumers, will tell you how on their weekly program Saturday morning, December 7, 1940, at 11:15 A.M. Listen in if you want expert advice on what to do as a sure check against an accidental blaze getting started in your tinder-dry tree.

Cod liver oil also will find a part in the 15-minute broadcast. From Government experts will come advice on what it is good for, what it comes from, and how it should be used. The consumer reporters will have a special word for using cod liver oil to make healthy children.

CONSUMER TIME is a regular sustaining feature of the Red Network of the National Broadcasting Company. It is sponsored jointly by the General Federation of Women's Clubs, and the Consumers' Counsel Division of the Department of Agriculture.

CONSUMER GUIDE

CLIP SHEET ISSUED WEEKLY BY CONSUMERS' COUNSEL DIVISION, A.A.A. . . WASHINGTON, D.C.

VOLUME III, NUMBER 31

DEC 10 1940

DECEMBER 9, 1940.

DEFENSE FOR YOUR LIVING STANDARDS

"Money prosperity is in the offing and we are all getting set to see that when it arrives we shall be sure to get our share. Too many people are busy fighting for the dollars they hope to take in as income, forgetting that the thing they are after is more food, clothing, household goods, and greater living comforts," declared Donald E. Montgomery, Consumers' Counsel of the Department of Agriculture in a recent address.

"We have what it takes to build the machinery of defense and at the same time to build a desirable and defensible standard of living for every man, woman, and child.

"If we build war goods but do not keep up the supply of goods that go into our daily living, then we shall be paying for defense by taking it out of living standards that are already dangerously low for far too many people... But if we are able not only to keep up but to expand to the limit of our capacity, the production of goods for civilian use and to keep them moving into the homes of our people, then we shall have an America that is impregnable on the world front and an America at home that is secure in its faith that here we can make real the dreams men live by.

"Dollar prosperity, without question, will flow from defense expenditures. But will these dollars feed, clothe, and house people, or will they feed the hungry man of speculation which has lived on an invalid diet for 11 years and begins now to show signs of convalescence... Will the defense prosperity raise our standard of living, especially at the bottom where it is disgracefully depressed even now, or will it lead us to the fool's paradise of increased pay envelopes and higher farm prices that don't purchase more of the good things men live by? Must we again watch the farmers and the working people of the Nation throw their dice in a game where they cannot win?

"In our land there is still the possibility that we can produce, and that people can have the things they live by. For us, the overwhelming question is not whether we can, but whether we will; or whether, failing in this imperative national purpose, we shall let our economic machinery get out of hand, whirl us a few dizzy times around, and toss us again into the ashcan with the job undone."

GET MORE WEAR OUT OF YOUR FUR COAT

"Weakest points in every fur garment are the friction points," declares the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the Department of Agriculture.

To prevent wearing away of the fur, the GUIDE suggests these cautions: "Don't let hat brims rub against fur collars. Don't let heavy jewelry come in contact with the fur. Don't wear collars high and close around the neck. Don't carry bags, packages, or purses under the arm where they can wear away the fur. Sitting down on furs will wear them out. Proper care will prevent too severe wear of fur at the wrists and under the sleeves.

(MORE)

December 9, 1940

-3-

"When tears and rips appear in fur garments, they should be repaired immediately. A small rip if neglected may easily work into a ragged tear requiring an entire new skin. To avoid rips and tears, the coat should be loosened or unbuttoned before sitting down in order to reduce the strain on the seams.

"Dirt, dust, and grime invite moths to make furs their homes. It is true, however, that moths damage clean furs and that no furs are entirely free from the moth hazard. To keep furs moth-free, comb them gently every 2 or 3 weeks. This helps to prevent matting, too. Vigorous shaking before hanging the coat is advisable. Use wide coat hangers without sharp edges."

TAKING THE TEMPERATURE OF LARD

"Cooks who measure quantities with a cocked head and a squint used to tell when the fat for deep-fat frying was hot enough by watching for it to smoke," writes the **CONSUMERS' GUIDE**, publication of the Consumers' Counsel Division of the Department of Agriculture. "Today home economists urge housewives to avoid hit-and-miss methods and to use a thermometer.

"When the fat temperature reaches 350 to 360, it's time to fry. For lack of a thermometer there is another method -- that is to drop a cube of crustless bread into the hot fat. If it takes more than a minute to brown, the temperature is less than 350 degrees; if it browns in a minute the heat is somewhat between 350 to 360 degrees, and if it browns in 40 seconds the temperature is soaring up around 370 degrees.

"Use a straight-sided deep kettle for deep-fat frying.

"Never fill the kettle more than two-thirds full, and under no circumstances should the fat be heated until it smokes. There is no danger from splattering if foods are wiped dry before they are dropped in the hot fat."

ON THE AIR

Put **CONSUMER TIME** on your radio calendar this week if you want some buying tips on how to buy a cotton mattress. Also on the program will be information on artificially-colored oranges and how they compare in food value with fruit fully ripened on the tree.

Presented under the joint auspices of the General Federation of Women's Clubs and the Consumers' Counsel Division of the Department of Agriculture, **CONSUMER TIME** is heard weekly over the Red Network of the National Broadcasting Company. It will be heard this week on Saturday, December 14, at 11:15 A.M., Eastern Standard Time.

Listeners to the program receive without charge valuable Government bulletins dealing with their buying problems. Also sent to those requesting them are "Consumer Tips," containing important facts for finger-tip reference on subjects covered during the broadcast.

CONSUMERS' COUNSEL

CLIP SHEET ISSUED WEEKLY BY CONSUMERS' COUNSEL DIVISION, A.A.A. . . WASHINGTON, D.C.

VOLUME III, NUMBER 32

DECEMBER 16, 1940.

COMPARE COSTS OF MEAT *DEC 17 1940*

"Lean in meat of one grade, or cut, or sex of animal has practically the same food value as the lean in meat of any other," writes the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the U. S. Department of Agriculture.

"Much of the extra flavor and tenderness found in higher priced meats is due to the extra fat they include. This fat has food value, too, but it may cost more than fat in some other food.

"If you must make your meat dollar work hard, then shop around for the lower grades bearing the Government grade mark of 'Utility' or 'Commercial,' and look for the low-priced cuts.

"Higher quality Government-graded meat bears stamps reading 'Good,' 'Choice,' or 'Prime.'

"Meat contributes fat, protein, and iron to the diet. Nutritionists rate it a good energy food if it contains its quota of fat. Meat organs -- heart, kidney, liver -- and lean meats are good sources of Vitamin B₁ (thiamin), of Vitamin G (riboflavin), and of nicotinic acid (the anti-pellagra vitamin). For Vitamin B₁ lean pork is far superior to other lean meats.

"But remember, muscle-building protein -- the chief nutrient of meat -- is found in the lean portions, regardless of the cost or cut of meat."

CANNED GOODS GET CERTIFIED GRADES

"If you have a bottle of beribboned champagne handy and you're looking around for something to smash it on, you might use it to christen the new U. S. Certified A-B-C Grades the Department of Agriculture has just launched," reads an announcement of the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the U. S. Department of Agriculture.

"For the first time, the Federal Government is offering U. S. certified grades for consumers to use when they buy canned fruits and vegetables," says the GUIDE.

"A-B-C quality grades for canned goods have long been put on the label by a national chain store company, many independently owned and operated stores, and consumer owned and operated cooperative groceries. But this is the first time the grades have appeared as certified designations reading 'U. S. Grade A,' or 'U. S. Grade B,' or 'U. S. Grade C.'

"Also on the label is the statement, 'This product was packed under the continuous inspection of Agricultural Marketing Service, U. S. Department of Agriculture, and the above grade officially certified.' Embossed on the can, if the food container is a can, or blown into glass containers, is the shield of the U. S. Department of Agriculture.

(MORE)

December 16, 1940.

-2-

"Five selected canneries are cooperating in the grading experiment.

"U. S., plus the shield of the Department of Agriculture, plus the official U. S. certification on the label mean:

"(1) Every statement relating to grade on the labels of these foods has been approved by the Department of Agriculture.

"(2) Federal inspectors on 24-hour duty watch over the preparation of the food.

"(3) The plant in which the product was packed was subjected to a rigorous inspection.

"(4) Employees in the plant observed certain rules of cleanliness.

"(5) Workers preparing the food wore uniforms including caps or approved hair coverings.

"(6) Federal inspectors observed the food at each step.

"(7) Samples of each lot of food bearing the 'U.S. Grade' were graded and an official certificate of the grade issued.

"Commodities selected for the experiment are canned corn, sweet and sour cherries, pears, peaches, tomatoes, apricots, fruits for salad, fruit cocktail, and tomato juice.

"If you want to have your grocer handle these products with certified grades, write Consumers' Counsel Division, Department of Agriculture, for the names of cooperating canners in order that you may enable your grocer to get in touch with the canners through which the necessary arrangements may be made."

ON THE AIR

Thousands of consumers are receiving free Government bulletins on solving their buying and household problems by tuning in every week to CONSUMER TIME, the Saturday morning broadcast sponsored jointly by the Consumers' Counsel Division of the Department of Agriculture and the General Federation of Women's Clubs.

After each of these broadcasts letters and cards pour into the office of the Consumers' Counsel requesting copies of Government bulletins and pamphlets offered to listeners of the program. The bulletins range from advice on how to buy meat to facts on selecting rugs, and information on choosing a vacuum cleaner.

Along with the bulletins, persons requesting them receive a "Consumer Tip," a 3 by 5 card briefing buying hints, to be filed away for reference when it is needed.

The program is heard on Saturdays at 11:15 A.M., Eastern Standard Time, over the Red Network of the National Broadcasting Company. You can find out the name of the station nearest you to whom the program is made available by writing Consumers' Counsel Division, Department of Agriculture, Washington, D. C.

CONSUMER NOTE

CLIP SHEET ISSUED WEEKLY BY CONSUMERS' COUNSEL DIVISION A.A.A. WASHINGTON, D.C.

DEC 19 1940

VOLUME III, NUMBER 33

December 23, 1940

IS AMERICA WELL-FED?

"As a Nation, America is not as well-nourished as it should be," declares Dr. Hazel K. Stiebeling, nutritionist of the U. S. Department of Agriculture. "Our studies of the diets of thousands of American families lead us to the conclusion that at least a third of our families -- 45 million people -- are below the safety line. Many of these people eat enough food, but not the right kinds of food to protect health.

"They may not be hungry -- and they may not show symptoms of pellagra, rickets, scurvy, or the other diseases produced by deficiency in the diet. But they tire easily -- they lack pep and energy -- their digestive systems are frequently upset -- they are subject to all kinds of aches and pains. They may not be sick in bed -- but they are in the general condition of being 'below par.'

"A good diet contains plenty of what we call the 'protective' foods, foods which are known to be good sources of important vitamins and minerals, as well as plenty of proteins, carbohydrates, and fats. Milk, eggs, butter, green and yellow vegetables, fruits and the less refined cereals are important in the list of protective foods, and are the things most likely to be lacking in a poor diet. For low income groups in some parts of the country, lean meat is a serious deficiency.

"In general, families on poor diets get plenty of starchy foods -- because they are cheap -- and they are filling. A poor diet is likely, also, to have plenty of fats. It is in the protective foods that the poor diet is most likely to be lacking.

"Undernourished people live everywhere. Generally speaking, families with low incomes have poorer diets than those with larger incomes; larger families have poorer diets than small families; from a geographic point of view, families in the Southeast have poorer diets than those in other parts of the country; Negro families have poorer diets than white families; and, generally, city families have poorer diets than farm families."

INVESTIGATE MATTRESS FILLINGS

"Labels on mattresses should tell what fiber is used, the grade of the fiber, and whether or not the material is new or reclaimed," says CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the Department of Agriculture.

"Best hair mattresses contain hair from horses' manes, a very soft and durable hair, plus an admixture of the harder tail hair.

"Cheaper hair mattresses are filled with hog's hair, which has a tendency to mat and become very hard. Cattle tail hair is used, too, despite a habit it has of giving off offensive odors during hot or damp weather.

(MORE)

December 23, 1940

-2-

Hair-filled mattresses are expensive when they are of top flight quality, and in the lower grades they are less satisfactory than cotton mattresses. A good rule is to favor a cotton mattress whenever its price range overlaps that of another type of mattress.

"Best cotton-filled mattresses are made from grade A cotton felt. In the cheaper variety, unfeated cotton linters are simply blown into the mattress ticking, and occasionally raw cotton is used as filling. Factory-made raw cotton mattresses are usually less desirable than felted cotton mattresses.

"Kapok makes a soft mattress, but is very brittle, and unless the mattress is sunned and aired frequently, the kapok breaks down into dust particles.

"Very low priced mattresses are filled with excelsior, straw, and cotton waste. Occasionally these are sold under deceptive names. Excelsior, for example has been sold as 'Pine Fiber' or 'Wood Wool.'"

ON THE AIR

If you want to know what the wattage of the bulb in your bridge lamp should be, or whether the light should come over your left or your right shoulder, you can get the answers by tuning in to CONSUMER TIME, Saturday morning, December 28, at 11:15 Eastern Standard Time.

Consumer reporters, broadcasting under the joint auspices of the General Federation of Women's Clubs, and the Consumers' Counsel Division of the Department of Agriculture, will feature "good lighting at home" as the major part of the program on the 28th. They will bring listeners tips on home lighting from Department of Agriculture scientists.

Consumers will also hear about dry milk, what it is, what it contributes to the diet, and what it costs. Tune in if you want to learn one way of increasing your milk consumption.

CONSUMER TIME is heard over the Red Network of the National Broadcasting Company.

CONSUMERS' GUIDE

CLIP SHEET ISSUED WEEKLY BY CONSUMERS' COUNSEL DIVISION, A.A.A. . . WASHINGTON, D.C.

VOLUME III, NUMBER 34

WHEN YOU BUY STOCKINGS

JAN-2

DEPARTMENT OF

DECEMBER 30, 1940

LIBRARY
RECEIVED

★ DEC 28 1940 ★

You'll start off on the right foot when you buy stockings if you check the label for the gauge number of full-fashioned hose, advise experts in the Department of Agriculture.

"Along with size of the yarn and the 'courses,' gauge determines the weight of full-fashioned hose," say these experts. "The gauge is a measure of the fineness of knitting. It refers to the number of needles used in each $1\frac{1}{2}$ inches of the needle bar of the knitting machine.

"High gauge hose -- 48, 51, 54 gauge or over -- are finer looking and better wearing in the sheer weights than others of the same thread but lower gauge.

"Low gauge hose -- 39 and 42 gauge -- are durable in service weights but quick to snag in sheer and semi-service weights.

"Courses are the crosswise loops most apparent on the wrong side of the hose. Courses that are close together help to make the hose fine and strong and increase the up-and-down stretch."

LARD GETS A STANDARD

"Two new standards of identity for lard have recently been made public by the Secretary of Agriculture," announces the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the Department of Agriculture.

"One of the standards is for pure lard, and the other for a product made from pork fats less desirable than those used in lard. The latter product -- formerly sold as lard -- is now to be sold as rendered pork fat.

"Now, if lard enters interstate commerce, it must be made exclusively from the more desirable hog fats. Specifically, under the new standard of identity, lard is the 'fat rendered (meltea) from fresh, clean, sound, fatty tissues from hogs in good health at the time of slaughter, with or without lard stearin or hardened lard' (that's to make it firm, if necessary). Bones, blood vessels, scrap fats, skimmings, and the like, can't be used to make lard. Materials for rendering into lard must also be reasonably free of muscle tissue and blood.

"Rendered pork fat, a lower grade of cooking fat, which should sell for less than lard, must also be made from the fat of healthy animals. This product, however, may be made from fats that have been cured or cooked and which contain meat food products other than pork fat. Unlike lard, rendered pork fat may be

(MORE)

December 30, 1940

-2-

processed in part from edible organs, and some bones.

"Consumers have long been asking for quality grades to enable them to make sure that they get the quality of product they are buying. Technical difficulties still stand in the way of A-B-C grades for lard, but the present standards of identity are a move in the direction of more informative labeling."

HINTS ON FIRE-PREVENTION

Check your chimney when you look for fire hazards in your home, advises the Consumers' Counsel division of the Department of Agriculture.

"Chimneys wear and cracks develop between the bricks after a long period of time," states the Counsel. "That means sparks from the furnace can go through the cracks and start a fire on the roof or in the attic.

"When you have the chimney checked once a year, you should also have it thoroughly cleaned to keep it in good working order.

"Another fire risk to check is exposed electric cords. Ironing cords, lamp cords, any type of electric cord used in the home should be gone over every few weeks to be sure there are no bare wires or that the wire is not frayed around the plug. And don't leave irons or toasters on when you leave the room for a few minutes.

"Many fires result from home dry cleaning. Vapor from many cleaning fluids is highly inflammable. If you must dry clean at home, do it outside, never indoors, and use a non-inflammable liquid, such as carbon tetrachloride.

"One final warning: Never use kerosene to start a fire in the furnace or anywhere else. As much as anything, this practice has been responsible for many tragic household fires."

ON THE AIR

CONSUMER TIME, weekly radio program for and of consumers, will bring listeners tips on how to buy sheets during its broadcast Saturday morning, January 4, 1941, at 11:15.

The program is heard weekly over the Red Network of the National Broadcasting Company. It is sponsored jointly by the Consumers' Counsel Division of the Department of Agriculture, and the General Federation of Women's Clubs.

Facts on how to buy sheets will be brought by consumer reporters from experts in the Bureau of Home Economics. Listen in for tips on what size sheet to get, what type of fabric to look for, what cautions to observe against excessive sizing, and what you should know about the thread count of different quality sheets.

